



*Training Course:
Public Relations and Media Skills*

*4 - 8 January 2027
Madrid (Spain)*

Training Course: Public Relations and Media Skills

Training Course code: RR5017 From: 4 - 8 January 2027 Venue: Madrid (Spain) - Training Course Fees: 5775 € Euro

Introduction

Public Relations plays a vital role in shaping the image, reputation, and communication effectiveness of any organization. In today's fast-paced and media-driven environment, organizations must adopt modern public relations strategies to effectively engage with their internal and external stakeholders.

This program is designed to equip participants with the essential knowledge and practical skills required to manage public relations activities professionally. It focuses on communication techniques, media relations, presentation skills, and promotional strategies that enhance organizational visibility and credibility.

Program Objectives

By the end of this program, participants will be able to:

- Analyze and assess modern public relations concepts and strategies
- Apply appropriate public relations techniques within different organizational contexts
- Develop effective verbal and written communication skills
- Build and manage strong relationships with media representatives
- Design and deliver professional PR materials and presentations
- Support organizational image and reputation through strategic communication

Target Audience

- Public relations officers and specialists
- Communication and media professionals
- Marketing and corporate communication staff
- Government and NGO representatives
- Individuals involved in communication roles within organizations

Program Outline

Day 1: Public Relations Foundations

- Public relations concepts
- Roles and situations
- Qualities of successful public relations staff
- Public relations and communication
- The public relations officer as communicator
- Exchange of messages
- Models of communication process
- Importance of body language in public relations

Day 2: PR Responsibilities & Corporate Image

- Public relations responsibilities
- Corporate image identity and reputation
- Public and community-oriented activities
- Internal and external communication
- Building organizational image and trust

Day 3: Media Relations & Communication Tools

- Public relations and the media
- Relations with the media
- Preparing press kits
- Preparing press releases
- Conducting press conferences
- Dealing with the media
- Building strong media relationships

Day 4: Presentation & Written Communication Skills

- Presentation skills and techniques
- Preparation rehearsal and delivery
- Public relations written skills
- Editorial layout and production techniques
- Writing memos and reports
- Preparing newsletters
- Designing and preparing brochures

Day 5: PR in Marketing & Promotion

- The promotional role of public relations
- Public relations in marketing and advertising
- Sponsorship and promotions
- Organizing exhibitions
- Media coverage

Registration form on the Training Course: Public Relations and Media Skills

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

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Payment Method

- ☐ Please find enclosed a cheque made payable to Global Horizon
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