



*Training Course:
Strategic Communications and Public Relations*

*28 June - 9 July 2027
Amsterdam (Netherlands)*

Training Course: Strategic Communications and Public Relations

Training Course code: RR234884 From: 28 June - 9 July 2027 Venue: Amsterdam (Netherlands) - Training Course Fees: 9450 € Euro

Introduction

This two-week course is designed by Global Horizon Training Center for small groups of Public Relations Staff at a leadership level to develop leadership and exchange of experiences on the state of the art External Communications. This course will be a high-level speaker training for discussion on Advanced Strategy, Media Participation, Crisis Response, and Public Relations through social media.

Strategic Communication is a comprehensive concept that includes many aspects such as Organizational Communication, and Awareness Campaigns. Strategic Communication will guide the organization in the best methods of PR Strategic practices. Therefore, the emergence of a Strategic Communication Framework inside the establishment would set out the proper parameters of relationships with Internal and External Stakeholders

Target Audience

This course is offered by Global Horizon Training Center for those who hold high positions and aspire to achieve further excellence and innovation;

- Senior Public Relations Managers
- Communications Managers
- Agency Account Managers
- Government Communications Managers are also recommended.

Training Objectives

After completing the Strategic Communications and Public Relations program, participants will be able to:

- Developing complex and sophisticated communications strategies.
- Determining how and when to engage in politics and the legislative process.
- Analyzing the roles and functions of the ideal communications department.
- Developing policies, procedures, materials, and resources to facilitate the efficient operation of your communications department.

- Developing crisis messages and preparing tactics for rapid and critical response.
- Working confidently with journalists and online social media.
- Representing your institution effectively even in the most difficult interviews.
- Advanced writing skills, drafting policies and procedures

Training Outlines

Module 1: Advanced communications strategy.

Day 1

Strategy frameworks

- Communication strategy best practice and success factors
- Making strategy clear, simple and practical
- Step-by-step processes for creating a communication strategy
- Practical workshop

Day 2

Evidence-based communication

- Qualitative communication research: interviews, focus groups, observation
- Analysing and assimilating stakeholder research
- Quantitative communication research: content analysis, surveys, polling
- Setting evidence-based communication goals and key performance indicators KPIs
- Case study examples

Module 2: Strategic media relations.

Day 3

Advanced media dynamics

- Navigating the charged relationship between PR and the media

- Balancing tactics and strategy
- Strategic media relation
- Trends and developments in media relations tactics
- Online media relations: engaging journalists on the Web

Day 4

Building media authority

- Building authority in the media
- Thought leadership
- Stimulating and managing third-party advocacy
- Issues-led media relations: planned opportunism
- Tricky situations, and how to handle them

Ethics in media relations

- Managing the reputation of the reputation managers
- Universal codes and principles of ethics as applied to PR
- Veracity, harm avoidance, beneficence, confidentiality, and fairness

Module 3: The role of Media in Crisis Management.

Day 5

Crisis preparation

- Three stages of crisis management
- Systems and preparation before a crisis
- Mapping issues
- Enabling factors for rapid response
- Universal principles of crisis messaging
- Response process in a crisis
- Proforma positioning

Day 6

The media in a crisis

- Dynamics in a crisis
- Strategic engagement with journalists in a crisis
- Crisis messaging best practice
- Develop Pro-forma crisis messages
- Press releases vs statements in a crisis
- Creating Pro-forma Q&A documents

Module 4: Internal communications.

Day 7

Assessing an Organisation's Culture

- The role of internal communications
- Identifying an organization's culture - definitions and models
- Building a shared vision
- The internal communications audit
- Who sets the culture?
- Objective setting
- Personal presentation exercise

Day 8

Understanding the Needs of Individuals

- Internal communications strategy
- The relationship between Human Resources and Public Relations
- Resistance to change
- Understanding how individuals are affected by a change
- The role of managers in internal communications programs

- Personal presentation exercise
- The tools for communication: from the notice board to Twitter
- Evaluation: how to measure success
- Internal communications action plan

Module 5: Advanced Communications and Public Relations Management.

Day 9

Fundamentals of effective communication for all PR and media

- Purpose, objectives and measures of success
- Research, segment, understand and respect stakeholder needs
- Clear structure with relevant messages through appropriate media
- Harness the 5 senses for effective PR
- Ask for, receive and utilise feedback
- Project management of all communication: macro and micro

Day 10

communication skills

- Oral communication skills
- Written communication skills
- Face-to-face communication
- Bringing all the skills together

Advanced Writing Skills

- Policy & Procedure Writing
- Governance and Roles involved in Policy
- Drafting Policy & Procedure

Registration form on the Training Course: Strategic Communications and Public Relations

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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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