



— Course details

PR-005

Public Relations

— Upcoming seminar

€4,250.-

Venue
Vienna - Austria

Date
4 - 8 May 2026

— Course details

Advanced Communication Skills

Public Relations

— Seminar content

What you will learn

Whether you communicate under pressure, manage challenges in interpersonal relationships, or look to build lasting rapport, your communication style and competence are the cornerstones for improving your chances of achieving your objectives.

The aim of this course is to assist you in becoming a more effective communicator by identifying people's thinking patterns and preferred learning methods and by tailoring your communication accordingly. Getting a better understanding of how you communicate with others as well as how others communicate with you will improve business and personal relationships. Moreover, this course will help you fine-tune the way you interact with others, which can be the key to your workplace and overall success.

The workshop is designed to be interactive and participatory. It includes various pedagogical tools to enable participants to function effectively and efficiently in a multilateral environment. The course will be built on four pedagogical pillars: concept learning (presentations by the consultant), role playing (group exercises), experience sharing (roundtable discussions) and exposure to case studies and scenarios.

By the end of the course, participants will be able to:

- Use advanced communication tools and skills to deliver various types of messages
- Identify the different personal listening styles and discover their own
- Apply meta programs to improve understanding of people
- Describe and harness the power of body language
- Practice and use assertiveness skills in different situations
- Demonstrate the use of the secrets of influence for effective communication

This course is targeted at employees, supervisors, middle managers and senior managers seeking to take their communication skills to the next level by developing advanced communication techniques and strategies.

- Verbal and non-verbal communication
- Building rapport
- Influencing others
- Inspiring and persuading others
- Providing and receiving feedback
- Assertiveness

— Seminar details

Detailed outline

Defining effective communication

- Communication: definition and characteristics
- Myths about communication
- Communication functions
- The four laws of communication
- Evolution of communication
- Communicating for results
- Understanding elements of communication
- The element of noise
- Mehrabian's 55-38-7 rule
- Overcoming communication anxiety and other obstacles

- Communication etiquette

The art of listening

- Common listening issues
- Guidelines for effective listening
- Effective listening and paraphrasing techniques
- Understanding different listening styles: active versus passive styles
- Improving the information recall rate
- Assessing personal listening profiles

Internal listening filters

- Understanding the filter system
- Sensory input channels
- Internal filter systems: the 6 layers
- The 6 listening meta programs
- Overcoming the 6 filters when communicating
- Avoiding the loss of information

Mastering body language

- The art of body language
- Components of non verbal communication
- The power of appearance
- Communicating through colors
- Evaluating your body language skills
- Eliciting thinking patterns through eye movement
- Building rapport using body language

Advanced assertiveness skills

- Understanding assertiveness: definition and values
- Components of passive, assertive and aggressive styles
- Assertiveness rights and responsibilities
- Activities for practicing assertive behavior
- Managing criticism assertively

The power of influence and persuasion

- Definition and characteristics of influence
- The 6 principles of persuasion: how to apply them
- Bases and sources of power
- Dealing with difficult people using persuasion

— Dates and locations

Available seminar dates

16 dates

— Presence seminar dates

Date	City	Duration	Price
4 - 8 May 2026	Vienna - Austria	5 Days	€4,250.-
15 - 19 June 2026	Barcelona - Spain	5 Days	€3,850.-
20 - 24 July 2026	Paris - France	5 Days	€4,500.-
3 - 7 August 2026	Frankfurt - Germany	5 Days	€3,250.-
7 - 11 September 2026	Barcelona - Spain	5 Days	€3,850.-
12 - 16 October 2026	Frankfurt - Germany	5 Days	€3,250.-
9 - 13 November 2026	Rome - Italy	5 Days	€4,250.-
14 - 18 December 2026	Kuala Lumpur - Malaysia	5 Days	€2,250.-
4 - 8 May 2026	London - U.K	5 Days	€4,200.-
15 - 19 June 2026	Istanbul - Turkey	5 Days	€2,850.-
20 - 24 July 2026	Vienna - Austria	5 Days	€4,250.-
3 - 7 August 2026	Barcelona - Spain	5 Days	€3,850.-
7 - 11 September 2026	Paris - France	5 Days	€4,500.-
12 - 16 October 2026	Frankfurt - Germany	5 Days	€3,250.-
9 - 13 November 2026	Barcelona - Spain	5 Days	€3,850.-

Date	City	Duration	Price
14 - 18 December 2026	Frankfurt - Germany	5 Days	€3,250.-

— Online seminar dates

Date	Format	Duration	Price
4 - 8 May 2026	Live online	5 Days	€1,850.-
15 - 19 June 2026	Live online	5 Days	€1,850.-
20 - 24 July 2026	Live online	5 Days	€1,850.-
3 - 7 August 2026	Live online	5 Days	€1,850.-
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