informatech

PUBLIC RELATIONS | PR-001

Certified Public Relations Professional

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Course content

Why Attend

This course will take you step-by-step through proven approaches to Public Relations (PR) planning and management. By following these steps,

PR professionals will achieve results that can be measured and reported back to top management, directly contributing to the organization's success by enhancing its reputation and relationships.

You will be shown how the fundamentals of PR are vital and how significant they are to understanding organizational reputation and relationships.

A PR professional can often be in a challenging, complex, and confusing situation. Therefore, attending this course will enable you to develop the skills needed to present practical and achievable plans that win management's confidence.

Course Methodology

The workshop is interactive and participatory and includes various learning tools to enable the participants to operate effectively and efficiently in a multifunctional environment.

The course is based on presentations, role-playing and group exercises, experience sharing in roundtable discussions, team exercises, and group debriefing.

Course Objectives

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

• List the functions of public relations in a changing environment

• Plan and organize a PR program by familiarizing themselves with the main functions of a PR professional

• Practice the critical communication skills and techniques essential for performing their PR duties

• Implement their know-how to communicate effectively with the internal and external public of the organization

• Justify the role of a PR professional in supporting the image and reputation of the organization by becoming proficient in both verbal and written communication

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Course Objectives

• Prepare and execute a press conference

Target Audience

Managers, supervisors, and officers experienced in public relations. This course will also benefit key personnel whose work involves contact and interaction with the internal or external public, particularly in personnel, marketing, sales, training, and administration.

Target Competencies

• Planning, organizing and leading

• Controlling and evaluating

• Written communication

• Public speaking and media handling

• Building rapport

• Providing and receiving feedback

Course outline

PR in a Changing Environment

• The origin and development of PR

• Definitions, scope, and objectives of PR

• Guiding principles of PR professionals

• PR campaigns

• New roles and perspectives

• The role of PR in building and supporting the image of the organization

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Course outline

The Functions of PR

- Management principles
- Planning and organizing the activities of PR
- Leading and controlling PR projects
- Ingredients of successful PR planning
- Main qualities of PR professionals
- PR position in the organization
- Responsibilities of the PR professional

PR and Communication

- Communicating with the internal and external public
- Key components in communication
- Diffusion and effects of communication
- What makes effective communicators in PR
- Communication functions
- Overcoming barriers in communication
- Nonverbal communication
- The communication abilities of PR professionals

The role of PR professionals in dealing with the internal and external public

- Understanding and dealing with difficult personalities

Written and Verbal communication Skills

- Importance of writing for PR

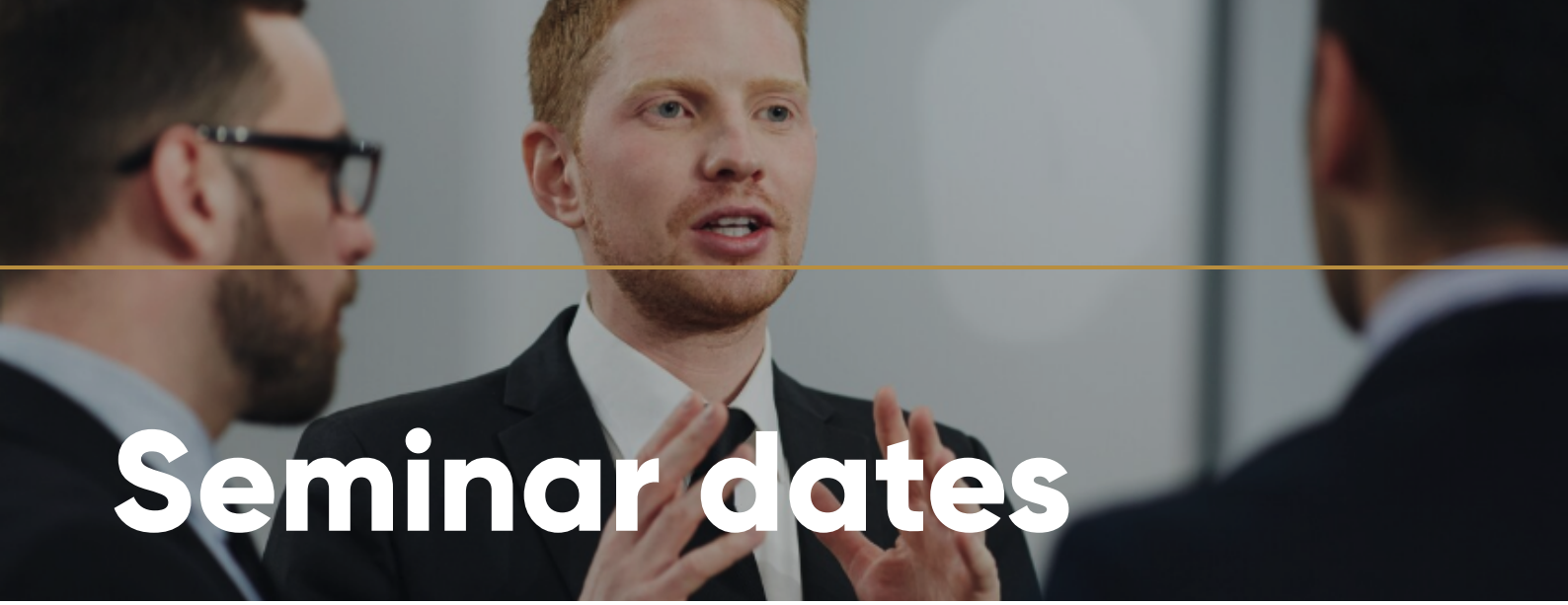
Course content

Course outline

- Fundamentals of writing
- Written communication media
- Newsletter and brochures designs
- Verbal communication media
- The two parts of speaking
- Causes for nervousness
- Speaking guidelines
- Importance of preparation
- The PAMPERS vocal techniques
- Audience attention and interest
- Body positioning

Press Conferences

- Defining a press conference
- Reasons to hold a press conference
- Conducting a press conference
- Preparing a media and press kit
- Building good relations with the media
- Principles of dealing with the press during a crisis



Seminar dates

Available seminar dates

Live dates and pricing for Certified Public Relations Professional generated from the course details page.

Date	Location	Format	Fee
6 - 10 July 2026	Frankfurt - Germany	Classroom	**€3,250.-**
10 - 14 August 2026	Rome - Italy	Classroom	**€4,250.-**
14 - 18 September 2026	Kuala lumpur - Malaysia	Classroom	**€2,250.-**
5 - 9 October 2026	Barcelona - Spain	Classroom	**€3,850.-**
16 - 20 November 2026	London - U.K	Classroom	**€4,200.-**
7 - 11 December 2026	Munich - Germany	Classroom	**€3,450.-**

Live online option	Online delivery is available at €1,850.-.