



First Select

Best Practices in Public Relations

Date	Venues	(\$Fees	Book your seat
14 Dec -18 Dec 2025	Dubai	2900	Register Now

Objectives:

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

This Master-Training Workshop is designed for senior PR practitioners to learn the latest thinking and advanced techniques from some of PR's leading experts. This course teaches the fundamental skills and principles that are critical to delivering results in a PR role, pitched at a suitably high level for people who are already advanced in their careers. It is aimed at people who are too senior for a generic introduction to PR course aimed at junior beginners. This course also examines how to create a multi-country or global communications strategy and overall corporate organizational strategy that will reflect an organization's international positioning.

Who should attend?

Senior PR Managers, Communications Directors, Agency Account Directors, Marketing Managers, Marketing Directors, Government Communications Managers or Directors.

Course Outline:

Advanced Public Relations:

- Creating and managing a global PR campaign
- Representing PR objectives to the board
- Crisis planning and response
- High-level media relations
- Building stakeholder relationships
- Reaching decision-makers via lobbying and PR
- Ensuring PR fits with overall objectives
- Communicating corporate social responsibility
- On-camera media interview training

Public Relations Strategy:

- Developing a communications strategy to fit closely with an organization's broader goals
- Working with other departments and securing their support for PR objectives
- Assimilating research about stakeholders and operating environments into strategy
- Incorporating multiple countries and / or brands
- Working with stakeholders
- Case studies showing current best practice
- Group discussion to share experiences in managing PR strategy

Public Relations for Experienced Professional:

- Role of the press office
- How to generate press coverage
- How to deal with the media
- Writing press releases and other PR materials
- Effective publicity tools and tactics
- How to develop a communications strategy
- How to give good media interviews

WORKSHOP STYLE:

A mixture of short presentations, interactive discussion, individual exercises and group work. The emphasis throughout is on a practical approach using case material and examples.



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