

Course - Advanced Strategic Public Relations and Media Communications

Duration – 05 Days

This programme is designed to align with the participant's profile as a **Public Relations and Media Specialist**, with responsibilities in **media relations, executive messaging, content development, conferences, panel discussions, media planning, strategic communication, and corporate reporting**.

Target Audience

- Public Relations and Media Specialists
 - Corporate Communications Professionals
 - Media Relations Officers
 - Communication Managers
 - Content and Communications Executives
 - Government and Corporate Communication Professionals
 - Professionals involved in executive communication and strategic messaging
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Day 1: Fundamentals of Strategic Public Relations and Media Relations

Understanding the Role of Modern Public Relations

- The evolving role of PR and corporate communications
- Public Relations, Media Relations, and Strategic Communication
- The role of PR in building organizational reputation
- Understanding internal and external stakeholders

Media Landscape and Media Relations

- Understanding traditional, digital, and social media
- Identifying relevant media stakeholders
- Building productive relationships with journalists and media representatives
- Understanding what makes a story newsworthy

PR Strategy Development

- Aligning PR activities with organizational objectives
- Identifying communication objectives and priorities
- Stakeholder and audience analysis
- Developing a strategic PR approach

Practical Discussion

- Analysis of successful media and PR campaigns
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Day 2: Strategic Messaging and Executive Communication

Developing Effective Key Messages

- Principles of clear and impactful communication
- Developing organizational key messages
- Message consistency across different communication channels
- Adapting messages for different audiences

Executive Communication

- Preparing talking points for senior executives
- Developing speeches and presentation messages
- Supporting executives during media engagements
- Communicating complex information in a simple and effective manner

Spokesperson and Media Interview Preparation

- Preparing executives for interviews
- Anticipating difficult questions
- Bridging techniques and message control
- Do's and don'ts during media interactions

Practical Application

- Developing key messages and executive talking points for a business scenario

Day 3: Media Engagement, Events and Public Relations Activities

Planning Effective Media Engagement

- Developing a media engagement plan
- Media briefings and press conferences
- Preparing press releases and media materials
- Managing media invitations and participation

Conferences and Panel Discussions

- Planning organizational participation in conferences
- Preparing speakers and panelists
- Developing discussion points and briefing notes
- Maximizing communication opportunities before, during, and after events

Event Communication Strategy

- Media coverage and visibility planning
- Coordination with internal stakeholders
- Managing communication during high-profile events

Case Study and Discussion

- Designing a communication approach for a major corporate conference
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Day 4: Content Development and Corporate Communication

Strategic Content Development

- Developing content that supports organizational messaging
- Storytelling for corporate communication
- Creating engaging and credible communication content

- Maintaining consistency in organizational tone and messaging

Corporate Communication Materials

- Press releases
- Articles and thought leadership content
- Executive communications
- Corporate announcements
- Media briefs and background documents

Managing Arabic and English Communication Content

- Ensuring consistency across bilingual communication
- Cultural considerations in communication
- Reviewing and approving communication content
- Maintaining accuracy, clarity, and organizational messaging

Corporate Reports and Strategic Communication

- Supporting annual and corporate reports
- Communicating organizational achievements and performance
- Transforming corporate information into meaningful stories

Day 5: Media Planning, Reputation Management and Measuring PR Impact

Strategic Media Planning

- Developing an integrated media plan
- Selecting appropriate communication channels
- Planning proactive and reactive media engagement
- Managing communication calendars and priorities

Reputation and Issues Management

- Understanding organizational reputation
- Identifying potential communication risks
- Responding to negative media coverage

- Crisis communication principles
- Maintaining trust during sensitive situations

Measuring PR and Media Effectiveness

- Key PR and media performance indicators
- Media monitoring and analysis
- Measuring reach, engagement, and sentiment
- Evaluating the impact of communication activities

Learning Outcomes

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

- Develop effective PR and media relations strategies.
 - Create clear and impactful key messages for executives and spokespersons.
 - Build and manage relationships with media stakeholders.
 - Develop strategic communication plans aligned with organizational objectives.
 - Plan media engagement for conferences, events, and panel discussions.
 - Create and review professional Arabic and English communication content.
 - Handle media issues and communication challenges effectively.
 - Measure the effectiveness and impact of PR and media activities.
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