



أكاديمية الزمالة العربية البريطانية  
Arab British Academy Fellowship  
A.B.A.F





# Public Relations and Media Skills



## Why Attend

Public Relations (PR) professionals should be prepared to use their skills to present a positive image of their company at all times. They must be prepared to respond quickly to any crisis that may arise. By putting the right effort into building a solid reputation during good times your business will be able to withstand the negative press if a crisis were to arise. Participants on this course will understand their role as PR professionals, acquire verbal and written communication techniques, and get the ability to evaluate crisis situations and deal with the media while promoting the reputation of the organization.

## Course Methodology

The course is designed to be interactive and participatory, and includes various learning tools to enable the participants to function effectively and efficiently. The course is built on the following learning pillars: presentations and facilitation by the trainer, group exercises, roundtable discussions, video clips, case studies and debriefing.

## Course Objectives

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

- Analyze and assess the latest PR concepts and strategies in a variety of contexts
- Appraise certain PR techniques and approaches appropriately in order to link them to the working environment
- Demonstrate key PR skills relating to verbal and written communication as well as editorial, layout and production techniques



- Apply the main media skills in PR
- Prepare, present and deliver effective oral messages in public
- Use their PR skills as promotional tools

## Target Audience

Public relations officers and other key personnel in the organization whose work involves contact and interaction with the internal and external public, particularly managers and supervisors in the areas of personnel, marketing, sales, training and administration. Managers and employees involved in media activities will also benefit from this course.

## Target Competencies

- Verbal and non verbal communication
- Presentation skills
- Influencing
- Time management
- Evaluating
- Decision making



- **PR concepts**
  - Criteria for successful PR
  - PR tools
  - Definition, roles and situations
  - Qualities for successful PR staff
- **PR and communication skills**
  - Importance of communication in PR



- The PR officer as communicator
- Exchange of messages
- Models of communication process
- Overcoming communication barriers
- Importance of body language in PR activities
- Definition of effective writing
- Use of clear language
- Writing memos, letters
- Preparing colorful newsletters
- Designing and preparing attractive brochures
  
- **PR responsibilities**
  - Corporate image identity and reputation
  - Benefits of an effective corporate image
  - Internal and external spheres
  - Forming a corporate image on the spheres
  
- **PR and the media**
  - Definition of media
  - Types of media
  - Recorded and live interviews
  - Behavior during media interviews
  - PR and the media: the tools
  - Press conferences
  - Preparing press kits
  - Preparing press releases
  - Dealing with the media
  - Building good relations with the media
  - Dealing with the press during times of crisis
  
- **Presentation skills and delivering a speech**
  - Key characteristics of dynamic speakers
  - Importance of preparation
  - Selecting a topic and purpose
  - Analyzing the audience
  - Rehearsing the speech
  - Public speaking anxiety
  - Verbal characteristics and eye contact
  
- **The PR promotional role**
  - Decision making process of consumers
  - Corporate community involvement
  - Marketing PR (MPR)
  - PR role in marketing
  - Sponsorship and promotions
  - Organizing different exhibitions



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