

Advanced Communications and PR Management Masterclass

2027 8 - 4
Amman (Jordan)

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Day 4: PR Leadership and Team Management

- Leadership skills for PR professionals
- Managing and motivating PR teams
- Effective client and stakeholder communication
- Ethical decision-making in PR

Day 5: Advanced PR Tactics and Future Trends

- Emerging technologies in PR
- Data-driven PR strategies
- Global PR considerations
- Sustainable and purpose-driven PR practices

Practical Wins for Participants

- Create a comprehensive PR campaign strategy
- Develop a crisis communication plan
- Design an integrated digital PR and social media strategy
- Construct a PR measurement and evaluation framework

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