

# Mastering Public Relations and Media Skills for Success

2027 28 - 24  
Paris (France)

UK Traininig

# PARTNER



## Mastering Public Relations and Media Skills for Success

~~R20223045\_282759~~ Location: Paris (France) Fees: 5200 GBP

### Course Description

This comprehensive 5-day course equips professionals with essential public relations and media skills. Participants will learn effective communication strategies, crisis management techniques, content creation for various platforms, and media relations best practices. The course combines theoretical knowledge with practical exercises to enhance organizational reputation and stakeholder engagement.

### Learning Objectives

- Develop strategic PR plans and campaigns
- Master crisis communication and reputation management
- Create compelling content for diverse media channels
- Enhance media relations and interview skills
- Utilize social media for effective PR outreach
- Measure and evaluate PR efforts for continuous improvement

### Course Modules

#### Day 1: Foundations of Public Relations

- Introduction to PR principles and ethics
- Stakeholder analysis and engagement
- PR planning and strategy development
- Writing effective press releases and media advisories

#### Day 2: Media Relations and Interview Techniques

- Understanding media landscape and journalist needs
- Building and maintaining media relationships
- Preparing for media interviews
- Handling difficult questions and bridging techniques

#### Day 3: Crisis Communication and Reputation Management

- Identifying potential crises and risk assessment
- Developing crisis communication plans
- Managing online reputation and social media crises
- Post-crisis evaluation and reputation rebuilding

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A graphic of a chessboard with several chess pieces (a king, a queen, and a pawn) positioned on it. The board is white and black, and the pieces are gold and silver. The text 'UK Training PARTNER' is overlaid on the board.

## **Day 4: Content Creation and Storytelling**

- Crafting compelling narratives for different audiences
- Creating multimedia content videos, infographics, podcasts
- Writing for various platforms web, social media, blogs
- Developing a content calendar and distribution strategy

## **Day 5: Digital PR and Measurement**

- Leveraging social media for PR campaigns
- Influencer engagement and partnerships
- PR measurement tools and metrics
- Evaluating campaign success and ROI

## **Practical Wins for Participants**

- Develop a comprehensive PR strategy for their organization
- Create a crisis communication plan and conduct a mock crisis drill
- Produce a multimedia PR kit with press releases, fact sheets, and visual content
- Design and present a PR campaign pitch to address a real-world scenario

A graphic of a chessboard with several chess pieces. A large gold king piece is in the foreground, with a silver pawn and a gold pawn behind it. In the background, there are concentric circles and the text 'UK Training PARTNER'.

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