



PUBLIC RELATIONS | PR-017

Media Relations Management

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Course content

Why Attend

Positive media coverage builds credibility, while poor media relations can damage reputation. Media relations professionals must understand journalists' needs and manage relationships strategically.

This Aractech course covers how media work, building media lists and relationships, pitching stories, press materials, interviews and press conferences, managing negative coverage, digital media and measuring media relations. Participants pitch and prepare media materials.

Course Methodology

- Practical workshops
- Pitching practice
- Role plays
- Case studies
- Group discussions

Course Objectives

- Understand media and journalists' needs
- Build and maintain media relationships
- Pitch newsworthy stories
- Prepare press materials
- Support interviews and press conferences
- Manage negative coverage and measure results

Target Audience

- PR and media relations professionals
- Communication managers

Course content

- Press officers
- Spokespeople

Course outline

Detailed course outline

Day-by-day outline for Media Relations Management.

Day 1 - Media Landscape

- 09:00-09:45 | How newsrooms work
- 09:45-10:30 | Media types
- 10:30-11:00 | News values
- 11:00-11:30 | Coffee break
- 11:30-11:45 | News values (continued)
- 11:45-12:30 | Trends
- 12:30-14:00 | Exercise: Media mapping

Day 2 - Relationships and Pitching

- 09:00-09:39 | Media lists
- 09:39-10:56 | Relationship building
- 10:56-11:00 | Pitching
- 11:00-11:30 | Coffee break
- 11:30-12:05 | Pitching (continued)
- 12:05-12:43 | Exclusives
- 12:43-14:00 | Practice: Story pitch

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Day 3 - Press Materials

- 09:00-09:45 | Press releases
- 09:45-10:30 | Media kits
- 10:30-11:00 | Statements
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Statements (continued)
- 11:45-12:30 | Visuals
- 12:30-14:00 | Workshop: Press materials

Day 4 - Interviews and Events

- 09:00-09:45 | Interview preparation
- 09:45-10:30 | Press conferences
- 10:30-11:00 | Media briefings
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Media briefings (continued)
- 11:45-12:30 | Spokesperson support
- 12:30-14:00 | Role play: Media interview

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Day 5 - Negative Coverage and Measurement

- 09:00-09:54 | Responding to criticism
- 09:54-10:48 | Corrections
- 10:48-11:00 | Digital media
- 11:00-11:30 | Coffee break
- 11:30-12:12 | Digital media (continued)
- 12:12-13:06 | Measurement
- 13:06-14:00 | Capstone: Media relations plan

Seminar dates

Available seminar dates

Live dates and pricing for Media Relations Management generated from the course details page.

Date	Location	Format	Fee
9 - 13 November 2026	Barcelona	Classroom	€2,815
14 - 18 December 2026	Paris	Classroom	€3,825
18 - 22 January 2027	Munich	Classroom	€3,225
15 - 19 February 2027	Kuala Lumpur	Classroom	€1,925
15 - 19 March 2027	Amsterdam	Classroom	€2,830
19 - 23 April 2027	London	Classroom	€2,315
17 - 21 May 2027	Munich	Classroom	€3,225
21 - 25 June 2027	Barcelona	Classroom	€2,815
19 - 23 July 2027	Cape Town	Classroom	€1,625
16 - 20 August 2027	Munich	Classroom	€3,225

Seminar dates

Available seminar dates

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Date	Location	Format	Fee
20 - 24 September 2027	Kuala Lumpur	Classroom	€1,925
18 - 22 October 2027	Amsterdam	Classroom	€2,830
15 - 19 November 2027	London	Classroom	€2,315
20 - 24 December 2027	Munich	Classroom	€3,225
9 - 13 November 2026	Online / Live	Online / Live	€1,815
14 - 18 December 2026	Online / Live	Online / Live	€1,815
18 - 22 January 2027	Online / Live	Online / Live	€1,815
15 - 19 February 2027	Online / Live	Online / Live	€1,815
15 - 19 March 2027	Online / Live	Online / Live	€1,815
19 - 23 April 2027	Online / Live	Online / Live	€1,815

Seminar dates

Available seminar dates

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Date	Location	Format	Fee
17 - 21 May 2027	Online / Live	Online / Live	€1,815
21 - 25 June 2027	Online / Live	Online / Live	€1,815
19 - 23 July 2027	Online / Live	Online / Live	€1,815
16 - 20 August 2027	Online / Live	Online / Live	€1,815
20 - 24 September 2027	Online / Live	Online / Live	€1,815
18 - 22 October 2027	Online / Live	Online / Live	€1,815
15 - 19 November 2027	Online / Live	Online / Live	€1,815
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