

aractech

Global Learning for Operational Leaders



PUBLIC RELATIONS | PR-007

Modern Strategic Brand Management & Public Relations Masterclass

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Waarderweg 50, 2031PB Haarlem - Netherlands.

Course content

Why Attend

Strong brands and effective public relations are essential for building trust, influencing perception, and creating long-term organizational value. In today's fast-moving digital environment, organizations must manage reputation, engage stakeholders, communicate consistently, and respond professionally to challenges. This course provides participants with practical tools to build powerful brands, strengthen media relations, manage crises, and develop strategic communication plans.

Course Methodology

- This course uses an interactive and practical approach through presentations, case studies, brand analysis workshops, media simulations, group discussions, planning exercises, and real workplace examples.

Course Objectives

- Understand the foundations of public relations and brand management
- Build strong brand identity and positioning strategies
- Use storytelling and messaging effectively
- Strengthen media relations and outreach performance
- Apply modern public relations tools and channels
- Manage reputation and crisis communication professionally

Target Audience

- Public Relations Professionals
- Marketing Managers
- Brand Managers
- Corporate Communication Teams

Course outline

Detailed course outline

Day-by-day outline for Modern Strategic Brand Management & Public Relations Masterclass.

Day 1 - Fundamentals of Public Relations & Brand Management

- History of public relations in the communication landscape
- Key differences between public relations and marketing
- Publics and stakeholders
- Building relationships
- Ethical considerations in public relations practices
- Brand definition and its key elements

Day 2 - Brand Storytelling & Messaging

- Brand narratives, tone and voice
- Brand story identification
- Storytelling techniques
- Brand personality
- Consistency in voice and tone
- Effective use of language

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Day 3 - Media Relations & Outreach

- Media relations fundamentals
- Media platforms selection
- Press kit building
- Building long-term relationships with media professionals
- Identification of media outreach strategies
- Press conferences, media tours, and interviews

Day 4 - Public Relations Techniques & Channels

- Public relations tools
- Public relations channels
- Exploring opportunities through events, sponsorships, and community engagement
- Public awareness campaigns
- Public relations measurement tools
- Internal communications

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Day 5 - Strategic Brand Management Planning

- Brand assessment
- SWOT analysis for brand assessment
- Competitors analysis
- Competitive advantages identification
- SMART objectives
- Key performance indicators (KPIs)

Seminar dates

Available seminar dates

Live dates and pricing for Modern Strategic Brand Management & Public Relations Masterclass generated from the course details page.

Date	Location	Format	Fee
1 - 5 June 2026	Amsterdam	Classroom	€2,940
8 - 12 June 2026	London	Classroom	€2,975
15 - 19 June 2026	Kuala lumpur	Classroom	€1,575
6 - 10 July 2026	Amsterdam	Classroom	€2,975
20 - 24 July 2026	London	Classroom	€2,695
3 - 7 August 2026	Barcelona	Classroom	€2,975
10 - 14 August 2026	London	Classroom	€2,695
Live online option		Online delivery is available at €1,250.	