

aractech

Global Learning for Operational Leaders



PUBLIC RELATIONS

Public Relations and Media Skills

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Course content

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

- 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

Course outline

Detailed course outline

Module-by-module outline for Public Relations and Media Skills.

Module 1 - PR concepts

- Criteria for successful PR
- PR tools
- Definition, roles and situations
- Qualities for successful PR staff

Module 2 - 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

Module 3 - PR responsibilities

- Corporate image identity and reputation
- Benefits of an effective corporate image
- Internal and external spheres
- Forming a corporate image on the spheres

Course outline

Detailed course outline

Module-by-module outline for Public Relations and Media Skills.

Module 4 - 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

Module 5 - 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

Seminar dates

Available seminar dates

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

Date	Location	Format	Fee
15 - 19 June 2026	Vienna	Classroom	€2,975
20 - 24 July 2026	Barcelona	Classroom	€2,695
3 - 7 August 2026	Rome	Classroom	€2,975
7 - 11 September 2026	Munich	Classroom	€2,415
12 - 16 October 2026	Amsterdam	Classroom	€2,975
9 - 13 November 2026	London	Classroom	€2,940
14 - 18 December 2026	Istanbul	Classroom	€1,995

Live online option

Online delivery is available at €1,250.