



## Public Relations and Media Skills Training

### Description

#### Introduction

#### **This program is designed for:**

Public Relations officers and other key personnel in the organization whose work involves contact and interaction with the internal/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 program.

#### Objectives

- Analyze and assess the latest PR concepts and strategies in a variety of contexts.
- Appraise certain PR techniques and approaches appropriately geared to the working environment of Arab institutions.
- Practice key PR skills relating to verbal and written communication, as well as editorial, layout and production techniques.
- Apply the main media skills in PR.

#### Content

##### PR Concepts

- Definition, Roles and Situations
- Qualities for Successful PR Staff
- PR and Ethical Behavior

##### PR and Communication

- The PR Officer as Communicator
- Exchange of Messages
- Models of Communication Process

- Overcoming Communication Barriers
- Importance of Body Language in PR Activities

### **PR Responsibilities**

- Corporate Image Identity and Reputation
- Public and Community Oriented Activities
- Civic and Social Activities

### **PR and the Media**

- Relations with the Media
- Preparing Press Kits
- Preparing Press Releases
- Conducting Press Conferences
- Conducting Live or Taped Interviews
- Dealing with the Media
- Building Good Relationships with the Media
- How to Handle the Media During Crisis Situations

### **Presentation Skills and Delivering a Speech**

- Planning the Speech
- Writing the Main Points of the Speech
- Rehearsing the Speech
- Presenting the Speech
- Dealing with Questions Asked at the End of Speeches

### **PR Written Skills**

- Editorial, Layout and Production Techniques
- Writing Memos, Reports, Emails and Letters
- Preparing Colorful Newsletters
- Designing and Preparing Attractive Brochures

### **The PR Promotional Role**

- PR Role in Marketing
- PR and Advertising
- Sponsorship and Promotions
- Organizing Different Exhibitions
- Effective Media Coverage