



# Strategic Public Relations & Media Management

**Duration:** 5 Days

**Language:** en

**Course Code:** IND11-110

## Objective

Upon completion of this course, participants will be able to:

- Develop strategic PR plans.
- Manage media relations and press interactions.
- Navigate crisis communication effectively.
- Enhance corporate image and reputation management.
- Utilise digital media tools for PR.

## Audience

This course is intended for

- PR Managers and Executives
- Marketing Professionals
- Corporate Communications Officers
- Media Relations Specialists
- Public Sector and Non-Profit PR Practitioners

## Training Methodology

This course uses a variety of adult learning styles to aid full understanding and comprehension. Including:

- Interactive lectures and discussions
- Case studies and examples
- Group projects and collaborative exercises
- Practical workshops on PR tools

## Summary

This course comprehensively explores public relations and media management, equipping participants with the skills to manage communication channels and media interactions effectively. The course emphasises strategic PR planning, media engagement, and crisis communication, using interactive lectures, real-world case studies, and practical exercises.

## Course Content & Outline

### Section 1: Introduction to Public Relations

- Fundamentals of PR and its importance
- Role of PR in modern organisations
- Case studies of successful PR campaigns

## **Section 2: Strategic PR Planning**

- Developing PR strategies
- Planning and executing PR campaigns
- Measuring and evaluating PR effectiveness

## **Section 3: Media Relations and Engagement**

- Building and maintaining media relationships
- Preparing for media interviews
- Conducting effective press conferences

## **Section 4: Crisis Communication Management**

- Identifying potential crises
- Developing a crisis communication plan
- Managing communication during a crisis

## **Section 5: Digital Media and PR**

- Leveraging social media for PR
- Online reputation management
- Using digital tools for PR activities

## **Section 6: Corporate Image and Reputation Management**

- Building a strong corporate identity
- Managing public perception
- Strategies for reputation enhancement

## **Certificate Description**

Upon successful completion of this training course, delegates will be awarded a Holistique Training Certificate of Completion. For those who attend and complete the online training course, a Holistique Training e-Certificate will be provided.

Holistique Training Certificates are accredited by the British Assessment Council (BAC) and The CPD Certification Service (CPD), and are certified under ISO 9001, ISO 21001, and ISO 29993 standards.

CPD credits for this course are granted by our Certificates and will be reflected on the

Holistique Training Certificate of Completion. In accordance with the standards of The CPD Certification Service, one CPD credit is awarded per hour of course attendance. A maximum of 50 CPD credits can be claimed for any single course we currently offer.

## Categories

Customer Service & Public Relations (PR), Media and Marketing

## Tags

PR, Public Relations, Media, Media Management

## Related Articles



### Skills The Best Media Relations Professionals Possess in 2023

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Navigate the intricate realm of media relations with finesse! Learn the blend of technical, soft, and hard skills that propel professionals toward excellence. From writing prowess to crisis management, discover how to build relationships, shape perceptions, and thrive in the dynamic landscape of media and PR.