



Course Name

MASTERING MEDIA AND PUBLIC RELATIONS

The training course is designed to be interactive and participatory, and includes various learning tools to enable the participants to operate effectively and efficiently in a multifunctional environment. The course will use lectures and presentations, group discussions and experiential learning.



Reach New Heights | Training & Consulting
An ISO 14001:2015 ISO 9001:2015 Certified Company



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info@boostuae.com



Duration:
Three Days



Location:
TBD



Date:
TBD





Few Words About Boost

Our solutions are fully customized and designed based on the needs of our clients

BASED IN ABU DHABI
SINCE 2001
WE HAVE A PROVEN TRACK



VISION

"The only thing worse than being blind is having sight but no vision".

To be recognized as the partners' first choice in the field of Learning and Development locally and globally



MISSION

Enable our partners achieving their objectives

by designing innovative learning and development solutions which will boost people performance and business results as well.



VALUES

Driven by five core values which will form the basis for every decision...

- ✓ Result Orientation
- ✓ Partners' Success
- ✓ Passion
- ✓ Commitment
- ✓ Innovation

Why Us?

- 01 Interactive Engaging Courses
- 02 Recognized Certificates
- 03 Wide Range Of Training Subjects
- 04 Global Training Centers
- 05 In-House & Customized Courses
- 06 Internationally Certified Instructors
- 07 Advanced Reporting System



10,000 People Trained a Year, with 98% Satisfaction Rating

Our talented team of international instructors have exceptional credentials complemented by practical, real-world experience.

SUSTAINABLE SUCCESS

Ever since the firm was founded, Excellence, in one form or another, was part of its credo. The prospect of doing a good job might help a company climb the success ladder but it won't keep the company 'up there'.



American Welding Society
EDUCATIONAL INSTITUTION MEMBER





TRAINING COURSE INTRODUCTION

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An effective public relations (pr) strategy is one of the most effective tools marketers use in order to attract consumer's interest about certain product, service, or innovation an organization wants to promote. The way people consume media has changed drastically and that has far-reaching implications not just for journalism, but also pr and communication teams.

This 3-day boost training course will equip participants with concepts of public relations and media, and the latest trends and techniques used in the public relations industry. This course will cover topics on mastering the media landscape, news values, digital strategies and current best practices in social media.

TRAINING COURSE OBJECTIVES

AT THE END OF THE TRAINING COURSE, PARTICIPANTS WILL BE ABLE TO:

- ✓ Develop audience centred contents
- ✓ Understand and utilise the latest trends in social media practices
- ✓ Sharpen skills in crafting and implementing successful strategic communications plans
- ✓ Prepare, assess, craft and manage winning crisis communications and relevant Public Relations (PR) campaigns
- ✓ Apply persuasion and influence through PR techniques
- ✓ Create a Communications Plan

TARGET PARTICIPANTS

This 3-day boost training course is designed and beneficial for executives aiming to sharpen public speaking skills, public relation officers, corporate communication officers, and management professional handling promotional content for company social media platforms.





Course Outline

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DAY ONE - PR CONCEPTS AND PR RESPONSIBILITIES

- ✓ Criteria for successful PR
- ✓ PR tools
- ✓ Definition, roles and situations
- ✓ Qualities for successful PR staff
- ✓ Corporate image identity and reputation
- ✓ Benefits of an effective corporate image
- ✓ Internal and external spheres
- ✓ Forming a corporate image on the spheres



DAY TWO – THE PR PROMOTIONAL ROLE

- ✓ Decision making process of consumers
- ✓ Corporate community involvement
- ✓ Marketing PR (MPR)
- ✓ PR role in marketing
- ✓ Sponsorship and promotions
- ✓ Organizing different exhibitions
- ✓ Social Media (The PR Toolkit)
 - Blogs
 - Wikis
 - Podcasts
 - Social bookmarks
 - Rss feeds





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DAY THREE – 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
- ✓ Preparing press kits
- ✓ Preparing press releases
- ✓ Dealing with the media
- ✓ Building good relations with the media
- ✓ Dealing with the press during times of crisis





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THANK YOU

For any clarification or information. Please do not hesitate to contact us

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