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Riyadh - Al Khaleej District - Sheikh Abdul Aziz Bin Abdul Rahman Bin Bishr Street - 13223 - Office No. 5 | P.O.BOX : 13224

Course: Public Relations Skills

Code	City	hotel	Start	End	price	Language - Hours
PR-298SA	Abha	Hotel Meeting Room	2026-11-29	2026-12-03	9950 SR	En - 25

Course Description:

Public relation (PR) is the process used by businesses or organizations to present the most favorable image for them to the public. It is the responsibility for public relations professionals to provide carefully crafted information to the target audience about the individual, its goals and accomplishments, and any thing else that may be of public interest. The public relations professional also helps integrate its client's image in its business strategies and daily actions. Public relation is practiced by a department in a company, an organization, or as a public relations professional firm.

This 5-day course is designed to teach you skills you need to increase the public profile of your own business, perhaps to become a self-employed PR consultant and enjoy a great career advising others about how to do the same, or necessary to become famous.

Course Goal:

To enhance the participants knowledge, skills and abilities necessary to be a successful PR professionals

Course Objective:

By the end of this Course the participant will be able to:

- Understand why public relations is big business
- PR fundamentals

- how to preparing the PR plan
- Determine PR Delivery Options
- Media Relations Recognize the communication importance
- Understand the communication process model
- Identify barriers to effective communication
- Recognize and assess his own communication style
- Understand of how his behavior impacts others and the way others respond to him
- Choose words that are appropriate for a particular situation
- Use verbal and nonverbal techniques
- Deal with conflict and build group commitment
- Work with difficult people
- Solve problems and implement solutions
- Plan to make productive and ethical use of organizational politics
- Choose the best solution from available alternatives
- Decide when to engage in a negotiation and when to ignore the negotiation option
- Plan the content of any negotiation
- Recognize the stages of negotiation and determine appropriate behavior to utilize in each stage
- Understand the role culture plays in negotiation

Who Can Benefit?

- Who are preparing to take up a management role
- Who deal with or manage suppliers, contractors and buyers
- Who have a direct impact on the success of the company

Course Outline:

Public Relations (PR): An Introduction

- PR Fundamentals
- Preparing the PR plan

- PR Delivery Options
- Media Relations

PR Skills

- Communication and Interpersonal Skills:
  - Importance
  - Elements
  - Methods
  - Obstacles
  - Verbal and Non-Verbal Communication Skills as a Tool to Create Shared Meaning
- Dealing with Difficult People
  - Identify the types of difficult people
  - Understand why difficult people are difficult
  - Deal with difficult people
  - Use your communication skills
  - Give and receive feedback effectively
  - Improve performance and manage others
  - Carry out disciplinary procedures and interviews
  - Action plan of how to deal effectively with difficult people and get results
- Negotiation
  - Introduction to the Negotiation Process
  - Planning the Content of Negotiation
  - Negotiation Stages
  - Communication Styles
  - Persuasion
  - Strategies for Negotiation
  - Negotiating with a Team
  - Negotiation Ploys and Tactics
- Creativity and Problem-Solving
  - The key steps in the problem-solving and decision-making model
  - The purpose and benefits of each step in the model

- Why managers often fail to thoroughly follow the model when dealing with day-to-day work problems
- Serious problems and urgent problems
- Techniques for overcoming psychological forces
- Symptom and cause and Different tools for determining causes of problems
- Group feedback on the analysis of the causes.
- The merit of solving the problem
- Ethics and organizational decisions and organizational politics
- Teams and decision-making
- Different strategies that can be used in decision-making
- The appropriate decision-making strategies in different situations
- The whole-brain thinking and creativity in problem-solving and decision-making
- Skills that are characteristic of creative groups
- Fostering group creativity to a group’s attempt to solve problems

The Scandinavian Academy for Training Center adopts the latest scientific and professional methodologies in training and human resource development, aiming to enhance the efficiency of individuals and organizations. Training programs are delivered through a comprehensive approach that includes:

- Theoretical lectures supported by PowerPoint presentations and visual materials (videos and short films).
- Scientific evaluation of participants before and after the program to measure progress and knowledge acquisition.
- Brainstorming sessions and practical role-playing to simulate real-life scenarios.
- Case studies tailored to align with the training content and participants work nature.
- Assessment tests conducted at the end of the program to evaluate the achievement of training objectives.

Each participant receives the training material (both theoretical and practical) in printed form and saved on a CD or flash drive. Detailed reports, including attendance records, final results, and overall program evaluations, are also provided.

Training materials are prepared professionally by a team of experts and specialists in various fields. At the end of the program, participants are awarded a professional attendance certificate, signed and accredited by the Scandinavian Academy for Training Center.

Program Timings: 9:00 AM to 2:00 PM

The program includes:

- A daily buffet provided during the sessions to ensure participants comfort.
- A closing ceremony on the final day to distribute certificates and celebrate participants achievements.
- **Note: All prices are exclusive of 15% Value Added Tax (VAT).**

Our Success Partners

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