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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: Mastering Public Relations & Communications Practice

Code	City	hotel	Start	End	price	Language - Hours
PR-699SA	Riyadh	Hotel Meeting Room	2026-12-13	2026-12-17	9950 SR	En - 25

Introduction

Communications and PR are at the heart of business performance. Modern methods, tools and channels have greatly increased its power. This lively and challenging seminar is focused on developing skills and competence to practise effectively in today's organisational environment. This seminar is for the newcomer to PR/Communications and for experienced practitioners alike. Using the most up-to-date case studies, techniques and tools the programme is both a comprehensive introduction to PR in the Internet age and a professional updating programme.

Training Objectives

- Examine the role of Communications/PR in the 21st Century Organisation
- Explore the range of communications techniques and tools available
- Develop increased skill and competency in
    - Editing and writing for print and the web
    - Managing press relations
    - Running successful events
    - Managing government relations
    - Managing community relations and social reporting
    - Looking after VIPs; entertainment, etiquette and gifts
    - Internal communications and employee relations
    - Stakeholder relations
- Writing a clear PR/Communications brief

- Planning communications activity to meet client need
- Developing the electronic PR/Communications Centre
- Developing crisis media management techniques
- Developing media interview techniques
- Developing personal effectiveness

Organisational Impact

- Developing multi-skilled communicators
- Increasing the value of communications
- Improving skills in the e-media
- Developing an up-to-date PR/Communications competency base
- Improving the client focus of communications

Personal Impact

- Developing an up-to-the-minute communications skills set
- Ensuring that your communications/PR knowledge is up-to-date
- Understanding the role of PR/Communications in the 21st Century organisation
- Developing your abilities as a PR/Communications problem solver and consultant
- Using communications skills as a career building block

Who Should Attend

PR and Communications practitioners who want to update their skills. Newcomers to PR/Communications who want a thorough and state-of-the-art foundation. HR professionals who have communications roles, Managers who want to add high-level communications skills to their personal portfolios.

Daily Course Agendas

Day 1: The 21st Century Communicator

- Introduction and welcome
- Goal setting for the programme
- The role of Communications PR in the organisation
- The range of media and channels
- A problem-solving approach to PR
- Personal goal-setting for the programme

Day 2: From theory to successful practise

- Communications models: implications for practise
- Psychological themes and construction in practise
- The art of influence and persuasion
- Ethics and communications
- Organisational transparency and communications
- Taking and interpreting communication briefs

Day 3: The Medium is the Message

- Managing stakeholder relations
- Managing government relations
- Choosing channels – matching media to tasks and stakeholders
- Writing and editing a newsletter, newspaper or magazine
- Writing for the web
- Organising events and exhibitions

Day 4: e=Management x Communication

- Improving the power of communications in the organisation
- Measuring communications effectiveness
- Using measurement to improve performance
- Crisis communication

- Reputational management

Day 5: Putting it all together

- Planning your career and personal development
- Impacting positively on your managers
- Managing up and increasing your personal visibility
- Networking and effectiveness
- Team working and your personal effectiveness
- Time management and work planning.
- Summary and Conclusion

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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