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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 Responsibility

Code	City	hotel	Start	End	price	Language - Hours
PR-710SA	Al Khobar	Hotel Meeting	2027-02-07	2027-02-11	9950 SR	En - 25

Course Description

Public relations 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 anything 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 relations 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 all you need to know about gaining publicity for companies, individuals or specific products and services. Over the course modules, you will be presented with a myriad of professional PR responsibilities which are used every day to great effect by those already "in the know".

Course Goal

To enhance participants’ knowledge, skills, and abilities to understand and perform public relations responsibilities effectively.

Course Objective

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

- Understand why public relations is big business
- Understand how to use this course for maximum gains

- Determine and understand 10 essential qualities for success in PR
- Define the press release and determine its importance as a vital PR tool
- Understand why magazine headlines are important for the PR professional
- Understand how to get magazine coverage - a step-by-step plan for success
- Understand how to approach newspapers with his project for best results
- Understand how TV and radio can help you get your message across to millions.
- Understand how PR techniques can be applied in Cyberspace
- Understand the essentials of e-mail PR
- Organize a successful event
- Turn the tables - transforming bad PR into a great opportunity.
- Learn how to Launch an advertorial campaign
- Make himself famous - a step-by-step plan for swift success
- Understand how to promote himself, a product or a service internationally

Who Can Benefit?

- Public relations officers
- communication specialists
- media relations staff
- marketing professionals
- customer relations officers
- protocol officers
- employees responsible for corporate communication and public image.

Course Outline

An introduction to PR

- Why Public Relations is big business
- How to use this course for maximum gains
- What this study program will do for you
- Ten essential qualities for success in PR

The press release

- The press release defined
- Why the press release is a vital PR tool
- How to write a great press release
- Getting your press release into the right hands at the right time

Magazine coverage

- Why magazine headlines are important for the PR professional
- Targeting the right magazines for your PR project
- How to get magazine coverage - a step-by-step plan for success

Newspaper coverage

- How broadsheets and tabloids differ
- Tailoring your project for broadsheets and tabloids
- How to approach newspapers with your project for best results

Hitting the airwaves

- How TV and radio can help you get your message across to millions.
- Types of TV and radio coverage
- How to obtain broadcast coverage
- The double-whammy - Using other media to promote your TV and radio coverage

Digital Public Relations and Online Communication

- Introducing the internet for beginners
- How PR techniques can be applied in Cyberspace
- Using PR in newsgroups without getting flamed
- Essentials of Email and Digital PR Communication
- Launching a web-based PR campaign

Organizing PR events

- Types of PR events and the pros and cons of each
- Organizing a successful event
- Attracting celebrities to your event
- Double-whammy 2 - Using other media to promote your PR event

Dealing with bad PR

- How all publicity can be good publicity if you use it properly
- Damage limitation - the first step in dealing with bad PR
- Turning the tables - transforming bad PR into a great opportunity.

PR and advertorials

- Advertorials defined and explained
- Why advertorials are effective
- The types of advertorials available
- Launching an advertorial campaign

Making yourself famous

- The pros and cons of fame - it isn`t all good news
- Deciding on the type of fame you want
- How fame is born
- Making yourself famous - a step-by-step plan for swift success

Going global

- How to promote yourself, a product or a service internationally
- The Pros and Cons of global PR
- The best way to take the world by storm
- Your golden future as a PR professional

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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