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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: Strategic communications and PR Programme

Code	City	hotel	Start	End	price	Language - Hours
PR-499SA	Abha	Hotel Meeting Room	2026-11-29	2026-12-03	9950 SR	En - 25

Course

A five-day cross-competency programme for senior PR professionals

This one-week master-class is designed for small groups of director-level PR professionals to develop leadership and share experience about the latest state of the art in international communications.

Who should attend?

This is an advanced-level course designed for learners in senior roles, aspiring to mastery and innovation. Learning is pitched at a level to help you to synthesise best practice and direct strategic implementation.

This course is recommended for senior PR managers, communications directors, agency account directors, communications managers, communications directors, government communications managers or directors.

Topics

This course covers the following modules:

- Advanced communication strategy
- Strategic media engagement
- Crisis media engagement

- Internal communications
- Advanced communications and PR management

The topics covered by each module are detailed below.

What to expect

Strategic Communications is Multi-Skill Programme. This extended training format covers a range of different PR and communication skills. It is designed to develop fully rounded communications professionals.

In a structured and stimulating environment, you will dissect fresh case studies, discuss the latest issues and themes in communications, and share your own experiences.

Course format

Practical

- This course is heavy on reality and light on theory. Your trainer will introduce the concepts clearly, then focus on real-world skills that connect the big picture to your job.

Active

- Training consists of concise briefings on best practice, backed up by interactive learning activities like workshops, role-plays, case study analysis, coaching, brainstorms and structured group discussions. You will not sit passively through long lectures.

Stimulating

- This course is interesting, intellectually stimulating and delivered in a relaxed and professional style.

Learning outcomes

After this course, you will feel up to date with thinking and practices at the most senior level in public relations, through the opportunity to learn, reflect and discuss the latest ideas and developments in the industry.

You will be able to:

- Develop complex and sophisticated communication strategies
- Identify how, where and when to engage in the policy and legislative process
- Engage with the media strategically at a top editorial level
- Analyse the roles and functions of an ideal communication department
- Create policies, procedures, materials and resources to facilitate the efficient running of your own communication department
- Create crisis messages, positioning and response tactics response rapidly and decisively
- Engage confidently with journalists and in online social media
- Represent your organization effectively even in the most challenging of crisis interviews

Course Outline

Day 1: Advanced communication strategy

This one-day module covers strategy at manager and director level, including creating and deploying sophisticated strategies for complex situations, large organisations, multiple countries and brands.

- Evidence-based communication strategy: how to measure and prove the value of communication.
- Advanced strategy tools and concepts: specialised techniques for developing complex PR strategies.

- Justifying strategy: securing management support: how to get support from the top for ambitious PR strategies.
- Rolling out and managing a communication strategy: the systematic process of creating and deploying a PR strategy.

Day 2 : Strategic media engagement

This one-day module covers sophisticated approaches to media relations that will enable PR professionals with some media experience to take their career to the next level.

- Creative news and media management: how to generate creative news angles and secure prominent coverage even for borderline stories
- Innovative media engagement tactics: how to engage journalists using innovative techniques
- Online media relations: how to conduct media relations on the Web and align media relations work with online social media
- Preparing and coaching spokespeople: how to brief and debrief spokespeople so that they perform effectively in interviews

Day 3 : Crisis media engagement

This one-day module covers how to take control of communication in the crucial early moments after a negative news event.

- Seizing the golden hour
- Crisis positioning
- Online crisis communication
- Crisis media engagement

Day 4 : Internal communications

This module covers how to plan, design and deploy communications campaigns aimed at employees and colleagues

- Internal tools and tactics
- Case studies of successful internal engagement
- Recognition and reward
- Communicating corporate values
- Change management
- Employee motivation and engagement
- Overcoming common pitfalls.

Day 5 : Advanced communications and PR management

This one-day module covers best practice in designing and managing communication departments and directing major PR campaigns.

- Managing a strategic PR department: best practice in running a PR function, from the perspective of communication managers and directors
- Policies, processes, materials and resources: how to design operational systems based on best practice
- Advanced communication programme management: how to lead and manage high-profile PR and communications programmes that deliver results against communication strategies
- Campaign budgeting and financial management: how to plan and mange budgets for communication departments and campaigns

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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