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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: Leadership for PR Professional

Code	City	hotel	Start	End	price	Language - Hours
PR-356SA	Alula	Hotel Meeting	2027-01-31	2027-02-04	10950 SR	En - 25

PROGRAM OUTLINE

DAY 1

Effective PR Campaigns

- Welcome and introduction
- Perceptions of PR among senior managers
- The global information village
- Putting a cash value on reputation and the PR that builds it
- PR campaigns – their use and their risks
- Case study examples – what works and what does not
- Practical example – tackling a business challenge
- An introduction to evaluation

DAY 2

Essential Administrative Skills

- Harnessing the power of the mind – through Mind Mapping Techniques
- Right brain/left brain theory
- Managing larger projects to meet deadlines
- Planning skills – using a Gannt chart to chart work progress
- Problem solving techniques
- Becoming more proactive

- Decision Making tools
- Managing meetings effectively
- Keeping minutes of a meetings
- Working with more than one manager

DAY 3

A Problem-Solving Approach to Campaigns

- Brand, identity and image, the basis of reputation
- Assessing your reputation and the use of ‘gap’ analysis
- The origins of PR and its foundations in the social sciences
- Business strategy and problem identification
- Problem solving methods – choosing the right one
- Problem analysis – desk research, stakeholder analysis, PEST and SWOT
- Setting measurable objectives
- Force field analysis and risk identification

DAY 4

Developing as a professional

- Listening skills – seeking to understand before being understood
- The number one reason we don’t listen well
- Creating a professional image
- Leadership skills
- Knowing and accepting yourself as a leader
- Making things happen from anywhere in the organization
- How to make presentations with confidence and power
- Overcoming the fear of public speaking
- Learn the essentials of planning a presentation
- How to hold the attention of a group

- Painless methods for giving corrective feedback
- Best practices for delivering positive feedback

DAY 5

Self-Empowerment and Self-Management

- Understanding the main causes of stress
- How to build self-confidence and strength the ability to respond to difficult situations
- How to relax and refresh the mind and body
- The signs, symptoms, causes and triggers to stress
- Why stress is a powerful messenger
- How to break the vicious cycle of stressful thinking
- The essential skills of emotional intelligence
- Using emotional intelligence at work
- Transforming fear and negativity and reactive-ness
- Becoming a more proactive, responsible and self-aware person
- Continuing Professional Development - where to go from here

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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