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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: Advanced Public Relations

Code	City	hotel	Start	End	price	Language - Hours
PR-317SA	Alula	Hotel Meeting	2026-12-06	2026-12-10	10950 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 programme is focused on developing skills and competence to practice effectively in today's organisational environment. In this programme you will learn how to:

- The range of activities and skills of PR and how they can benefit you
- The tools and techniques of effective PR practice
- To improve your planning and writing for a range of media
- To deliver successful events, visitor and VIP programmes

PROGRAMME OBJECTIVES

- Examine the role of Communications/PR in the 21st Century Organisation
- Explore the range of communications techniques and tools available
- Develop increased skill writing for print and the web and competency in the range of PR tools and techniques including editing
- Learn how to write a clear PR/Communications brief
- Plan communications activity to meet client need
- Learn how to develop an electronic PR/Communications Centre
- Develop crisis media management techniques
- Develop media interview techniques
- Develop personal communications effectiveness

TRAINING METHODOLOGY

The programme uses a rich mixture of practical exercises, case-studies, questionnaires, syndicate and group work and video/DVD examples. Participants will be asked to reflect on and to discuss their own professional issues and experience.

PROGRAMME SUMMARY

The programme is a thorough and up-to-date introduction to the professional practice of public relations and communications in the 21st century organisation. The value and nature of PR disciplines are established and linked to bottom-line performance. The tools and techniques to deliver business effectiveness in these disciplines are systematically covered, practised and illustrated with a wide range of recent case-studies. The programme includes personal action planning to ensure that the learning can be successfully transferred to your own work.

PROGRAMME OUTLINE

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 - 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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