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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: Professional Public Relations

Code	City	hotel	Start	End	price	Language - Hours
PR-609SA	Alula	Hotel Meeting	2027-05-02	2027-05-06	10950 SR	En - 25

Program Objectives

By the end of the program, participants will be able to:

- Understand the functions of Public Relations (PR) in a changing environment.
- Practice the key communication skills and techniques essential for performing their public relations duties.
- Demonstrate a better understanding of how to communicate effectively with the internal and external publics of the organization.
- Play an active role in supporting the image and reputation of the organization.

Program Outline

Public Relations in a Changing Environment

- The Origin and Development of PR
- Definitions, Scope and Objectives
- New Roles and Perspectives
- The Role of Public Relations in Building and Supporting the Image of the Organization

The Functions of Public Relations

- Planning and Organizing the Activities of Public Relations
- Ingredients of Successful PR Planning
- Main Qualities of Public Relations Professionals

- Public Relations Position in the Organization

Public Relations and Communication

- Communicating with the Internal and External Publics
- Overcoming Barriers in Communication
- Non Verbal Communication
- The Communication Abilities for Public Relations Professionals

The Role of PR Professionals in Dealing with the Internal and External Publics

- Understanding Difficult Personalities
- Dealing with Difficult Personalities

Verbal Communication Skills

- Kinds of Verbal Communication
- How to Prepare for a Presentation/Speech
- Rehearsing your Presentation/Speech
- Verbal and Non Verbal Skills while Presenting

Written Communication Skills

- Types of Written Communications
- Effective Writing Skills: Memos, Letters and Emails
- Writing and Producing Newsletters
- Designing and Producing Brochures
- Preparing Articles for Magazines

Press Conferences

- Why Conduct a Press Conference
- How to Conduct a Press Conference
- How to Prepare a Press Release

- Dealing with Questions During a Press Conference
- Preparing and Circulating the Press Clippings

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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