



SCANDINAVIAN ACADEMY
For Training and Development

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Course: Mastering Public Relations & Communications Practice

Code	City	Hotel	Start	End	Price	Language - Hours
699	ONLINE	ONLINE	2025-12-29	2026-01-02	1750 €	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 seminar is focused on developing skills and competence to practise effectively in today's organisational environment. This seminar is for the newcomer to PR/Communications and for experienced practitioners alike. Using the most up-to-date case studies, techniques and tools the programme is both a comprehensive introduction to PR in the Internet age and a professional updating programme.

Training Objectives

- Examine the role of Communications/PR in the 21st Century Organisation
- Explore the range of communications techniques and tools available
- Develop increased skill and competency in
 - Editing and writing for print and the web
 - Managing press relations
 - Running successful events
 - Managing government relations
 - Managing community relations and social reporting
 - Looking after VIPs; entertainment, etiquette and gifts
 - Internal communications and employee relations
 - Stakeholder relations
- Writing a clear PR/Communications brief



- Planning communications activity to meet client need
- Developing the electronic PR/Communications Centre
- Developing crisis media management techniques
- Developing media interview techniques
- Developing personal effectiveness

Organisational Impact

- Developing multi-skilled communicators
- Increasing the value of communications
- Improving skills in the e-media
- Developing an up-to-date PR/Communications competency base
- Improving the client focus of communications

Personal Impact

- Developing an up-to-the-minute communications skills set
- Ensuring that your communications/PR knowledge is up-to-date
- Understanding the role of PR/Communications in the 21st Century organisation
- Developing your abilities as a PR/Communications problem solver and consultant
- Using communications skills as a career building block

Who Should Attend

PR and Communications practitioners who want to update their skills. Newcomers to PR/Communications who want a thorough and state-of-the-art foundation. HR professionals who have communications roles, Managers who want to add high-level communications skills to their personal portfolios.

Daily Course Agendas



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: e=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 and Development employs modern methods in training and skills development, enhancing the efficiency of human resource development. We follow these practices:

• **Theoretical Lectures:**

- We deliver knowledge through advanced presentations such as PowerPoint and visual materials, including videos and short films.

• **Scientific Assessment:**

- We evaluate trainees skills before and after the course to ensure their progress.

• **Brainstorming and Interaction:**

- We encourage active participation through brainstorming sessions and applying concepts through role play.

• **Practical Cases:**

- We provide practical cases that align with the scientific content and the participants specific needs.

• **Examinations:**

- Tests are conducted at the end of the program to assess knowledge retention.

• **Educational Materials:**

- We provide both printed and digital scientific and practical materials to participants.

• **Attendance and Final Result Reports:**

- We prepare detailed attendance reports for participants and offer a comprehensive program evaluation.

• **Professionals and Experts:**

- The programs scientific content is prepared by the best professors and trainers in various fields.

• **Professional Completion Certificate:**

- Participants receive a professional completion certificate issued by the Scandinavian Academy for Training and Development in the Kingdom of Sweden, with the option for international authentication.

• **Program Timings:**

- Training programs are held from 10:00 AM to 2:00 PM and include coffee break sessions during lectures.