



**SCANDINAVIAN ACADEMY**  
For Training and Development

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# Course: Public Relations and Media Skills

Code	City	Hotel	Start	End	Price	Language - Hours
297	Zurich (Switzerland)	Hotel Meeting Room	2025-04-14	2025-04-18	5450 €	En - 25

## Program Objectives

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

- Analyze and assess the latest public relations concepts and strategies in a variety of contexts.
- Appraise certain public relations techniques and approaches appropriately geared to the working environment of Arab institutions.
- Practice key public relations skills relating to verbal and written communication, as well as editorial, layout and production techniques.
- Improve their awareness of the main media skills in Public Relations.

## Program Outline



## **Public Relations Concepts**

- Roles and Situations
- Qualities for Successful Public Relations Staff

## **Public Relations and Communication**

- The Public Relations Officer as Communicator
- Exchange of Messages
- Models of Communication Process
- Importance of Body Language in Public

## **Relations**

## **Public Relations Responsibilities**

- Corporate Image Identity and Reputation
- Public and Community Oriented Activities

## **Aimed at Internal and External Public**

## **Public Relations and the Media**

- Relations with the Media
- Preparing Press Kits
- Preparing Press Releases
- Conducting Press Conferences
- Dealing with the Media
- Building Good Relationships with the Media

## **Presentation Skills and Techniques in Public Relations**

- Preparation
- Rehearsal
- Presentation

## **Public Relations Written Skills**

- Editorial, Layout and Production

## **Techniques**

- Writing Memos and Reports
- Preparing Newsletters
- Designing and Preparing Brochures

## **The Public Relations Promotional Role**

- Public Relations Role in Marketing and Advertising
- Sponsorship and Promotions
- Organizing Exhibitions
- Media Coverage



**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.