



SCANDINAVIAN ACADEMY
For Training and Development

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Course: Public Relations Skills

Code	City	Hotel	Start	End	Price	Language - Hours
298	Zurich (Switzerland)	Hotel Meeting Room	2025-06-23	2025-06-27	5450 €	En - 25

Course Description:

Public relation (PR) is the process used by businesses or organizations to present the most favorable image for them to the public. It is the responsibility for public relations professionals to provide carefully crafted information to the target audience about the individual, its goals and accomplishments, and any thing else that may be of public interest. The public relations professional also helps integrate its client's image in its business strategies and daily actions. Public relation is practiced by a department in a company, an organization, or as a public relations professional firm.

This 5-day course is designed to teach you skills you need to increase the public profile of your own business, perhaps to become a self-employed PR consultant and enjoy a great career advising others about how to do the same, or necessary to become famous.

Course Goal:

To enhance the participants knowledge, skills and abilities necessary to be a successful PR professionals

Course Objective:

By the end of this Course the participant will be able to:

- Understand why public relations is big business



- PR fundamentals
- how to preparing the PR plan
- Determine PR Delivery Options
- Media Relations Recognize the communication importance
- Understand the communication process model
- Identify barriers to effective communication
- Recognize and assess his own communication style
- Understand of how his behavior impacts others and the way others respond to him
- Choose words that are appropriate for a particular situation
- Use verbal and nonverbal techniques
- Deal with conflict and build group commitment
- Work with difficult people
- Solve problems and implement solutions
- Plan to make productive and ethical use of organizational politics
- Choose the best solution from available alternatives
- Decide when to engage in a negotiation and when to ignore the negotiation option
- Plan the content of any negotiation
- Recognize the stages of negotiation and determine appropriate behavior to utilize in each stage
- Understand the role culture plays in negotiation

Who Can Benefit?

- Who are preparing to take up a management role
- Who deal with or manage suppliers, contractors and buyers
- Who have a direct impact on the success of the company

Course Outline:

Public Relations (PR): An Introduction



- PR Fundamentals
- Preparing the PR plan
- PR Delivery Options
- Media Relations

PR Skills

- Communication and Interpersonal Skills:
 - Importance
 - Elements
 - Methods
 - Obstacles
 - Verbal and Non-Verbal Communication Skills as a Tool to Create Shared Meaning
- Dealing with Difficult People
 - Identify the types of difficult people
 - Understand why difficult people are difficult
 - Deal with difficult people
 - Use your communication skills
 - Give and receive feedback effectively
 - Improve performance and manage others
 - Carry out disciplinary procedures and interviews
 - Action plan of how to deal effectively with difficult people and get results
- Negotiation
 - Introduction to the Negotiation Process
 - Planning the Content of Negotiation
 - Negotiation Stages
 - Communication Styles
 - Persuasion
 - Strategies for Negotiation
 - Negotiating with a Team
 - Negotiation Ploys and Tactics



- Creativity and Problem-Solving

- The key steps in the problem-solving and decision-making model
- The purpose and benefits of each step in the model
- Why managers often fail to thoroughly follow the model when dealing with day-to-day work problems
- Serious problems and urgent problems
- Techniques for overcoming psychological forces
- Symptom and cause and Different tools for determining causes of problems
- Group feedback on the analysis of the causes.
- The merit of solving the problem
- Ethics and organizational decisions and organizational politics
- Teams and decision-making
- Different strategies that can be used in decision-making
- The appropriate decision-making strategies in different situations
- The whole-brain thinking and creativity in problem-solving and decision-making
- Skills that are characteristic of creative groups
- Fostering group creativity to a group's attempt to solve problems



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.