



SCANDINAVIAN ACADEMY
For Training and Development

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Course: Professional Public Relations

Code	City	Hotel	Start	End	Price	Language - Hours
609	Zurich (Switzerland)	Hotel Meeting Room	2025-08-25	2025-08-29	5450 €	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 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.