



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	Florence (Italy)	Hotel Meeting Room	2025-07-07	2025-07-11	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.