



SCANDINAVIAN ACADEMY
For Training and Development

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Course: Public Relations Responsibility

Code	City	Hotel	Start	End	Price	Language - Hours
710	Zurich (Switzerland)	Hotel Meeting Room	2025-09-22	2025-09-26	5450 €	En - 25

Course Description

Public relation 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 all you need to know about gaining publicity for companies, individuals or specific products and services. Over the course modules, you will be presented with a myriad of professional PR responsibilities which are used every day to great effect by those already "in the know".

Course Goal

To enhance the participants knowledge, skills and abilities necessary to understand the public relations responsibility

Course Objective

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

- Understand why public relations is big business



- Understand how to use this course for maximum gains
- Determine and understand 10 essential qualities for success in PR
- Define the press release and determine its importance as a vital PR tool
- Understand why magazine headlines are important for the PR professional
- Understand how to get magazine coverage - a step-by-step plan for success
- Understand how to approach newspapers with his project for best results
- Understand how TV and radio can help you get your message across to millions.
- Understand how PR techniques can be applied in Cyberspace
- Understand the essentials of e-mail PR
- Organize a successful event
- Turn the tables - transforming bad PR into a great opportunity.
- Learn how to Launch an advertorial campaign
- Make himself famous - a step-by-step plan for swift success
- Understand how to promote himself, a product or a service internationally

Who Can Benefit?

Inventory control professionals, production control managers, plant managers, and purchasing managers

Course Outline

An introduction to PR

- Why Public Relations is big business
- How to use this course for maximum gains
- What this study program will do for you
- Ten essential qualities for success in PR

The press release



- The press release defined
- Why the press release is a vital PR tool
- How to write a great press release
- Getting your press release into the right hands at the right time

Magazine coverage

- Why magazine headlines are important for the PR professional
- Targeting the right magazines for your PR project
- How to get magazine coverage - a step-by-step plan for success

Newspaper coverage

- How broadsheets and tabloids differ
- Tailoring your project for broadsheets and tabloids
- How to approach newspapers with your project for best results

Hitting the airwaves

- How TV and radio can help you get your message across to millions.
- Types of TV and radio coverage
- How to obtaining broadcast coverage
- The double-whammy - Using other media to promote your TV and radio coverage

PR in Cyberspace

- Introducing the internet for beginners
- How PR techniques can be applied in Cyberspace
- Using PR in newsgroups without getting flamed
- The essentials of e-mail PR
- Launching a web-based PR campaign

Organizing PR events



- Types of PR events and the pros and cons of each
- Organizing a successful event
- Attracting celebrities to your event
- Double-whammy 2 - Using other media to promote your PR event

Dealing with bad PR

- How all publicity can be good publicity if you use it properly
- Damage limitation - the first step in dealing with bad PR
- Turning the tables - transforming bad PR into a great opportunity.

PR and advertorials

- Advertorials defined and explained
- Why advertorials are effective
- The types of advertorials available
- Launching an advertorial campaign

Making yourself famous

- The pros and cons of fame - it isn't all good news
- Deciding on the type of fame you want
- How fame is born
- Making yourself famous - a step-by-step plan for swift success

Going global

- How to promote yourself, a product or a service internationally
- The Pros and Cons of global PR
- The best way to take the world by storm
- Your golden future as a PR professional



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.