



**SCANDINAVIAN ACADEMY**  
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# Course: Professional Public Relations

Code	City	Hotel	Start	End	Price	Language - Hours
609	Florence (Italy)	Hotel Meeting Room	2025-11-17	2025-11-21	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.