



**Public Relations &  
ommunication skills**



**SCANDINAVIAN ACADEMY**  
Training and Development



# Course: Public Relations and Media Skills

Code	City	hotel	Start	End	price	Hours
297	Madrid (Spain)	Hotel Meeting Room	2024-11-04	2024-11-08	5450 €	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.
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## 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 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 buffet sessions for light meals during lectures.