



**Public Relations &  
ommunication skills**



**SCANDINAVIAN ACADEMY**  
Training and Development



# Course: Professional Public Relations

Code	City	hotel	Start	End	price	Hours
609	Madrid (Spain)	Hotel Meeting Room	2024-06-03	2024-06-07	5450 €	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 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.