



**Public Relations &
ommunication skills**



SCANDINAVIAN ACADEMY
Training and Development



Course: Professional Public Relations

Code	City	hotel	Start	End	price	Hours
609	Casablanca (Morocco)	Hotel Meeting Room	2024-08-18	2024-08-22	3450 €	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.