

## PUBLIC RELATIONS BOOT CAMP

*“Master the essentials of PR strategy, media relations, and reputation management in just one day.”*

### Schedule

Date	Venue	Fees
09 Jul 2026	Online	USD 450 per delegate

► **Available delivery methods:** Face-to-Face & Online Training

### Introduction

Public relations (PR) plays a pivotal role in shaping how organizations are perceived. This intensive one-day boot camp delivers hands-on training in crafting compelling messages, managing media relationships, and handling reputational challenges to strengthen your brand and stakeholder trust.

### Objectives

By the end of this course, participants will be able to:

- Understand the core principles of effective public relations
- Craft clear, persuasive key messages for target audiences
- Build productive media relationships and pitch stories
- Develop crisis communication strategies
- Leverage social media and digital platforms for PR

## Why Attend

- **Strengthen Brand Reputation:** Learn proactive PR strategies to position your organization positively
- **Handle Media Confidently:** Gain tools to manage interviews, press releases, and media queries
- **Crisis-Proof Your Messaging:** Prepare clear action plans before reputational issues arise
- **Integrate Digital Channels:** Use social media to amplify positive stories and engage audiences
- **Enhance Stakeholder Trust:** Improve communication with internal and external stakeholders

## Target Audience

This program is designed for:

- PR and communications professionals
- Marketing managers and specialists
- Business leaders and entrepreneurs
- Spokespersons and media-facing executives
- Anyone responsible for public messaging or brand image

## Individual Benefits

Key competencies that will be developed include:

- Crafting press releases and media kits
- Managing media interviews with confidence
- Developing crisis communication frameworks
- Using social media effectively for PR
- Building stakeholder relationships

## Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Stronger public and media engagement strategies
- Improved crisis preparedness and response
- Consistent, aligned corporate messaging
- Enhanced brand reputation and stakeholder trust
- More efficient internal and external communications

## Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- **Interactive Workshops** – Draft press releases and media pitches
- **Simulated Media Interviews** – Practice live-response scenarios
- **Case Studies** – Analyze real-world PR successes and failures
- **Group Discussions** – Share insights and best practices
- **Personal Action Plan** – Develop steps to improve your organization's PR strategy

## Course Outline

**Training Hours:** 9:00 AM – 4:30 PM (Online) **Breaks:** Morning break, lunch, afternoon break

- Introduction to modern PR and media landscape
- Crafting effective media messages and soundbites
- Pitching stories to journalists and editors
- Managing reputational risks and crises
- Leveraging social media for PR impact
- Monitoring and evaluating PR success

## Certification

Participants will receive a Certificate of Completion in Public Relations, demonstrating their readiness to elevate their organization’s media and stakeholder communications.

## Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

<p><b>In-House / Customized Training</b></p> <p>Interested in running this course for your team?</p> <p>Please contact us:</p>	<p>TEL:</p> <p><b>+601116373203</b></p>	<p>EMAIL:</p> <p><b>info@mawaevents.net</b></p>
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