

CERTIFICATE IN PROFESSIONAL PUBLIC RELATIONS

“Mastering the Tools, Strategy, and Impact of Modern Public Relations”

Schedule

Date	Venue	Fees
17 - 21 May 2026	Kuwait	USD 3495 per delegate

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

Introduction

Public Relations (PR) has evolved into a strategic function essential to reputation management, stakeholder engagement, and brand trust. Professionals must go beyond media relations and learn to craft strategic narratives, handle crises, and build long-term credibility in an increasingly transparent digital world.

This comprehensive 5-day course provides participants with the knowledge, tools, and techniques to execute effective PR campaigns and manage public perception. Through interactive sessions and real-world case studies, participants will learn how to enhance their organization’s visibility, credibility, and trust across traditional and digital platforms.

Objectives

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

- Understand the core functions and strategic role of public relations
- Develop and execute PR plans aligned with organizational goals
- Manage media relations, press releases, and interviews professionally
- Handle reputation issues and crises with confidence
- Leverage digital and social media to amplify PR efforts

Why Attend

- Gain practical, up-to-date PR knowledge and global best practices
- Learn how to effectively manage brand reputation and public perception
- Enhance your ability to engage with media and craft compelling narratives
- Prepare for crisis scenarios and learn how to respond professionally
- Strengthen your organization's communication strategy and visibility

Target Audience

This program is designed for:

- PR and communication professionals
- Marketing, branding, and media managers
- Executives and spokespersons representing their organizations
- Public affairs and government relations staff
- Anyone aspiring to enter or grow within the PR profession

Individual Benefits

Key competencies that will be developed include:

- Strategic PR planning and execution
- Media engagement and press handling skills
- Crisis communication and reputation management
- Storytelling and message crafting
- Digital PR and social media integration

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Improved public image and stakeholder trust
- More strategic, consistent, and proactive media relations
- Faster, more effective responses to public or media crises
- Enhanced brand communication and visibility
- Alignment of PR efforts with organizational mission and vision

Instructional Methodology

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

- Strategy Briefings - Core PR frameworks and trends
- Case Studies - Global PR campaigns and crisis responses
- Workshops - Develop press releases, media kits, and response plans
- Simulations - Media interview practice and crisis drills
- Templates & Tools - Communication plans, stakeholder maps, PR calendars

MAWA EVENTS

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Course Outline

Training Hours: 7:30 AM - 3:30 PM Daily Format: 3-4 Learning Modules | Coffee Breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 - 02:00

Day 1: Foundations of Public Relations

- Module 1: The Role and Scope of Public Relations (07:30 - 09:30) • Evolution from press handling to strategic function • Key differences between PR, marketing, and branding • Ethical responsibilities and global PR codes
- Module 2: Stakeholder Identification and Engagement (09:45 - 11:15) • Mapping internal and external stakeholders • Building trust and mutual understanding • Setting PR goals aligned with organizational strategy
- Module 3: Strategic PR Planning (11:30 - 01:00) • Steps in creating a PR plan • SMART objectives, key messages, and audience targeting • Measurement and KPIs
- Module 4: Workshop - Design a Strategic PR Framework (02:00 - 03:30) • Create a PR plan for a real or hypothetical organization

Day 2: Media Relations and Message Management

- Module 5: Working with the Media (07:30 - 09:30) • Understanding journalists' needs • Building strong media relationships • Do's and don'ts in media interviews
- Module 6: Press Materials and Messaging (09:45 - 11:15) • Writing press releases, media advisories, and Q&A sheets • Tone, language, and visual support materials • Creating compelling story angles
- Module 7: Spokesperson Training (11:30 - 01:00) • Public speaking and delivery techniques • Staying on message under pressure • Bridging and pivoting techniques
- Module 8: Workshop - Media Interview Simulation (02:00 - 03:30) • Role-play and video analysis with feedback

Day 3: Crisis Communication and Reputation Management

- Module 9: Identifying PR Risks and Triggers (07:30 - 09:30) • Common sources of PR crises • Monitoring and early warning systems • Assessing impact and urgency
- Module 10: Crisis Communication Planning (09:45 - 11:15) • Components of a crisis communication plan • Crisis team roles and internal protocols • Timing and transparency in communication
- Module 11: Managing the Message in a Crisis (11:30 - 01:00) • Crafting public statements and responses • Managing media and public expectations • Maintaining credibility and trust
- Module 12: Workshop - Simulate a Crisis Response (02:00 - 03:30) • Live drill: crisis scenario with press conference role-play

Day 4: Digital and Social Media PR

- Module 13: Digital Transformation in PR (07:30 - 09:30) • Online reputation and media monitoring tools • SEO, content marketing, and influencer engagement • The role of blogs, podcasts, and owned media
- Module 14: Social Media for PR Campaigns (09:45 - 11:15) • Platform-specific strategies (LinkedIn, Twitter/X, Instagram, etc.) • Crisis communication in social media environments • Troll management and comment moderation
- Module 15: Creating Digital Content that Connects (11:30 - 01:00) • Storytelling formats: visual, video, short-form copy • Building trust through authenticity • Hashtag strategy and engagement metrics
- Module 16: Workshop - Build a Social Media PR Campaign (02:00 - 03:30) • Group project with campaign design and presentation

Day 5: Integrated PR Campaigns and Final Presentations

- Module 17: Campaign Integration and Alignment (07:30 - 09:30) • Coordinating PR with marketing, HR, and executive functions • Event-based and long-term campaign structures • Measuring campaign success and ROI
- Module 18: Review of Tools and Templates (09:45 - 11:15) • PR calendar, media tracker, messaging matrix • Communication checklist and response toolkit
- Module 19: Final PR Project & Presentations (11:30 - 01:00) • Present a full PR campaign strategy to peers and facilitator • Receive expert feedback and coaching

- **Module 20: Course Wrap-Up and Certificate Presentation (02:00 – 03:30)** • Open Q&A, learning review, and personal action plans • Distribution of certificates and networking

Certification

Participants will receive a Certificate of Completion in Professional Public Relations, validating their ability to plan and execute strategic PR campaigns, manage media relations, and protect their organization’s public image across both traditional and digital platforms.

Why Choose MAWA Events

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