

PUBLIC RELATIONS SKILLS IN BUSINESS

“Master Essential Public Relations Skills to Enhance Your Business Reputation and Stakeholder Engagement.”

Schedule

Venue (InHouse)	Fees
At Your Organization Premises	Ask For The Quotation

▶ **Available delivery methods:** In-House Training

Introduction

This course provides a comprehensive understanding of public relations (PR) principles and practices in the business environment. Participants will learn how to craft compelling messages, manage media relations, handle crises, and build strong relationships with stakeholders to boost their organization’s reputation and achieve business goals.

Objectives

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

- Understand the role and importance of public relations in business
- Develop effective communication strategies and PR campaigns
- Manage media relations and write impactful press releases
- Handle crisis communication with confidence and professionalism
- Build and maintain positive relationships with internal and external stakeholder

Why Attend

- Enhance your ability to communicate effectively in business settings
- Learn to protect and promote your organization's brand
- Improve your skills in managing media and public perception
- Prepare to handle communication challenges and crises

Target Audience

- Business professionals and managers
- Marketing and communication specialists
- Public relations officers and executives
- Entrepreneurs and business owners
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Individual Benefits

- Gain confidence in public speaking and media interaction
- Develop strategic thinking for PR campaigns
- Improve written and verbal communication skills
- Increase career prospects in communications and management

Organizational Benefits

- Strengthen corporate image and brand reputation
- Foster better stakeholder and community relations
- Enhance crisis preparedness and response capabilities
- Support marketing and business development efforts

Instructional Methodology

- Interactive lectures and real-world case studies
- Role-plays and group exercises
- Practical workshops on writing and media handling
- Video analysis and feedback sessions

Course Outline

DETAILED 5-DAY COURSE OUTLINE (CUSTOMIZABLE)

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: Fundamentals of Public Relations in Business

- Module 1 (07:30 – 09:30): Introduction to Public Relations and Its Role in Business
- Module 2 (09:45 – 11:15): Understanding Your Audience and Stakeholders
- Module 3 (11:30 – 01:00): Principles of Effective Business Communication
- Module 4 (02:00 – 03:30): Building a Positive Corporate Image

Day 2: Communication Strategies and PR Campaign Planning

- Module 1 (07:30 – 09:30): Developing Strategic PR Plans
- Module 2 (09:45 – 11:15): Crafting Key Messages and Storytelling
- Module 3 (11:30 – 01:00): Selecting Communication Channels and Tools
- Module 4 (02:00 – 03:30): Measuring PR Campaign Effectiveness

Day 3: Media Relations and Writing Skills

- Module 1 (07:30 – 09:30): Building Relationships with the Media
- Module 2 (09:45 – 11:15): Writing Press Releases and Media Kits
- Module 3 (11:30 – 01:00): Conducting Media Interviews and Press Conferences
- Module 4 (02:00 – 03:30): Practical Exercise: Drafting a Press Release

Day 4: Crisis Communication and Reputation Management

- Module 1 (07:30 – 09:30): Understanding Crisis and Its Impact on Business
- Module 2 (09:45 – 11:15): Developing a Crisis Communication Plan
- Module 3 (11:30 – 01:00): Handling Difficult Questions and Media Scrutiny
- Module 4 (02:00 – 03:30): Role Play: Crisis Communication Simulation

Day 5: Building and Maintaining Stakeholder Relationships

- Module 1 (07:30 – 09:30): Internal Communication and Employee Engagement
- Module 2 (09:45 – 11:15): Community Relations and Corporate Social Responsibility (CSR)
- Module 3 (11:30 – 01:00): Ethics and Professionalism in Public Relations
- Module 4 (02:00 – 03:30): Course Review, Final Assessment, and Certification

Certification

Participants who successfully complete the course will receive a Certificate of Completion in Public Relations Skills in Business, validating their ability to manage PR effectively to support business success.

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.

In-House / Customized Training

Interested in running this course for your team?

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