MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

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CERTIFIED PUBLIC RELATIONS PROFESSIONAL

"Master Strategic PR Skills to Build Reputation, Influence Stakeholders, and Drive Organizational Success."

Schedule

Venue (In-house)	Fees
At Your Organization Premises	Ask For The Quotation

Introduction

Public relations (PR) is essential for managing an organization's image, influencing public perception, and building strong relationships with stakeholders. Effective PR professionals strategically communicate messages, handle crises, and strengthen brand reputation.

The Certified Public Relations Professional course equips participants with practical skills in media relations, corporate communications, crisis management, and stakeholder engagement. Participants will learn techniques to plan, execute, and measure PR strategies that enhance organizational credibility and public trust.

Objectives

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

- Understand the principles, scope, and importance of public relations.
- Develop strategic PR plans aligned with organizational objectives.
- Build and maintain relationships with media, stakeholders, and the public.
- Manage corporate reputation and respond effectively during crises.
- Create impactful press releases, media campaigns, and communication materials.
- Utilize digital and social media channels for PR initiatives.
- Measure and evaluate PR campaign effectiveness using KPIs and analytics.
- Enhance organizational visibility, credibility, and stakeholder engagement.

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Why Attend

This course is ideal for PR professionals, corporate communicators, and marketing executives seeking to strengthen their strategic communication capabilities. Participants will gain actionable tools to manage reputation, engage stakeholders, and deliver measurable PR outcomes.

Target Audience

This course is suitable for:

- Public Relations Executives and Managers
- Corporate Communication Professionals
- Marketing and Brand Managers
- Media and Communication Specialists
- Professionals responsible for stakeholder engagement, reputation, or corporate messaging

Individual Benefits

- Gain expertise in PR strategy, media relations, and corporate communication.
- Develop skills in crisis communication, storytelling, and stakeholder management.
- Enhance professional credibility and career advancement opportunities.
- Acquire practical tools to design and execute effective PR campaigns.
- Improve analytical, problem-solving, and communication skills.
- Build confidence in managing organizational reputation and public perception.

Organizational Benefits

- Strengthen corporate image, visibility, and stakeholder trust.
- Improve effectiveness and reach of PR campaigns.
- Enhance crisis response and reputation management capabilities.
- Align communications with organizational goals and brand identity.
- Build a skilled PR team capable of delivering strategic initiatives.
- Support marketing and business objectives through integrated communication.

Instructional Methodology

The training employs a practical, interactive approach through:

- Interactive lectures on PR principles, strategies, and best practices
- Case studies of successful and crisis PR management
- Workshops on media relations, messaging, and press material creation
- Group exercises on stakeholder engagement and communication planning
- Role-playing exercises for crisis management and public speaking
- Continuous feedback, coaching, and Q&A sessions for applied learning

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Course Outline

Module 1: Introduction to Public Relations and Corporate Communication

Module 2: Strategic PR Planning and Campaign Management

Module 3: Media Relations and Press Material Development

Module 4: Digital PR, Social Media, and Online Reputation Management

Module 5: Stakeholder Engagement and Relationship Building

Module 6: Crisis Communication and Reputation Management

Module 7: Storytelling, Messaging, and Brand Communication

Module 8: PR Analytics, Metrics, and Performance Measurement

Module 9: Integrating PR with Marketing and Organizational Strategy

Module 10: Capstone Exercise – Developing a Comprehensive PR Campaign

Certification

Upon successful completion, participants will receive a Certified Public Relations Professional certificate, validating their expertise in strategic PR, stakeholder engagement, and organizational reputation management.

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? Please contact us:	TEL: **+601116373203**	EMAIL: **info@mawaevents.net**

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