

# **Advanced Press Office Management: Strategies & Techniques**

Media & Public Relations  
Geneva (Switzerland)  
14 - 18 Jul 2025

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## Advanced Press Office Management: Strategies & Techniques

**Ref:** 321525\_126081 **Date:** 14 - 18 Jul 2025 **Location:** Geneva (Switzerland) **Fees:** 4700 Euro

### Course Description

This intensive 5-day course equips PR professionals with advanced skills to manage a modern press office effectively. Participants will learn strategic media relations, crisis communication techniques, digital media management, and leadership skills essential for running a high-performing press office in today's fast-paced media landscape.

### Learning Objectives

- Develop strategies for proactive media engagement and relationship building
- Master crisis communication planning and execution
- Enhance digital media and social media management skills
- Improve press office operations and team leadership
- Learn advanced techniques for message development and media training

### Course Modules

#### Day 1: Foundations of Press Office Management

- Role and functions of a modern press office
- Media landscape analysis and stakeholder mapping
- Developing a strategic media relations plan
- Building and maintaining media relationships

#### Day 2: Crisis Communication and Issues Management

- Crisis communication planning and preparedness
- Managing media during a crisis
- Reputation management strategies
- Post-crisis evaluation and learning

#### Day 3: Digital Media and Social Media Management

- Digital media strategy for press offices
- Social media content creation and curation
- Online reputation management
- Measuring digital media impact

#### Day 4: Press Office Operations and Leadership

A graphic of a chessboard with several chess pieces, including a king, queen, and pawns, arranged on the board. The text 'UK Training PARTNER' is overlaid on the image.

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- Structuring and staffing an effective press office
- Workflow management and task prioritization
- Team leadership and professional development
- Budgeting and resource allocation

## **Day 5: Advanced Media Relations Techniques**

- Crafting compelling press materials and pitches
- Spokesperson training and message development
- Organizing successful press conferences and media events
- Evaluating press office performance and ROI

## **Practical Wins for Participants**

- Develop a comprehensive crisis communication plan
- Create a digital media strategy for your organization
- Design an efficient press office workflow system
- Craft a compelling media pitch and press release

A graphic of a chessboard with several chess pieces. A large gold king piece is in the foreground, with a silver pawn and a silver knight behind it. In the background, there are concentric circles emanating from a point on the board.

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