

# Media & Public Relations Professional Training Course

Media & Public Relations  
Geneva (Switzerland)  
20 - 24 Apr 2026

UK Traininig

# PARTNER



## Media & Public Relations Professional Training Course

**Ref:** 321596\_127243 **Date:** 20 - 24 Apr 2026 **Location:** Geneva (Switzerland) **Fees:** 4700 Euro

### Course Description

This intensive 5-day course equips professionals with essential skills in media relations and public relations. Participants will learn to craft compelling messages, manage crises, leverage digital platforms, and build strategic media relationships. Through hands-on exercises and expert instruction, attendees will develop a comprehensive toolkit for modern PR success.

### Learning Objectives

- Master the art of crafting and pitching newsworthy stories to media outlets
- Develop crisis communication strategies to protect organizational reputation
- Learn to leverage digital and social media platforms for effective PR campaigns
- Understand the principles of strategic communication planning and execution
- Enhance skills in spokesperson training and media interview techniques

### Course Modules

#### Day 1: Foundations of Media Relations

- Understanding the modern media landscape
- Building and maintaining media relationships
- Crafting effective press releases and media kits
- Pitching techniques for various media outlets

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

- Identifying and preparing for potential crises
- Developing crisis communication plans
- Managing media during a crisis
- Post-crisis reputation rebuilding strategies

#### Day 3: Digital PR and Social Media Strategies

- Integrating digital platforms into PR campaigns
- Social media content creation and management
- Online reputation management techniques
- Measuring digital PR success

#### Day 4: Strategic Communication Planning

A graphic of a chessboard with several chess pieces (a king, a queen, a rook, and a pawn) positioned on it. The board is white and black, and the pieces are gold and silver. The text 'UK Training PARTNER' is overlaid on the right side of the board.

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- Conducting audience and media research
- Setting PR objectives and KPIs
- Developing comprehensive PR campaigns
- Budgeting and resource allocation

### **Day 5: Advanced PR Techniques**

- Spokesperson training and interview techniques
- Creating compelling multimedia content
- Influencer relations and partnerships
- Ethical considerations in PR practice

### **Practical Wins for Participants**

- Create a professional media kit and pitch that gets results
- Develop a crisis communication plan for your organization
- Design a digital PR campaign strategy
- Improve your on-camera interview skills

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