

Public Relations Professional: Mastering Strategic Communication

Communications & PR
Dubai (UAE)
26 - 30 Oct 2025

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A close-up photograph of chess pieces on a checkered board. In the foreground, a large, ornate gold king piece stands prominently. To its left, a smaller silver pawn is visible. Further back, another silver pawn is positioned. The background features concentric circles, suggesting a strategic or tactical theme.

Public Relations Professional: Mastering Strategic Communication

Ref: 3269_128884 **Date:** 26 - 30 Oct 2025 **Location:** Dubai (UAE) **Fees:** 3900 **Euro**

Course Description

This intensive 5-day course equips PR professionals with advanced skills in strategic communication, crisis management, and digital PR. Participants will learn to develop comprehensive PR strategies, craft compelling messages, and navigate complex media landscapes. The course combines theoretical knowledge with practical applications to prepare professionals for the evolving PR industry.

Learning Objectives

- Develop and implement strategic PR plans aligned with organizational goals
- Master crisis communication techniques and reputation management strategies
- Enhance digital PR skills, including social media management and content creation
- Improve media relations and stakeholder engagement capabilities
- Learn to measure and evaluate PR campaign effectiveness

Course Modules

Day 1: Foundations of Strategic PR

- Evolution of PR in the digital age
- Developing a strategic PR mindset
- Stakeholder analysis and mapping
- PESO model in modern PR practice

Day 2: Crafting Compelling PR Campaigns

- PR campaign planning and execution
- Message development and storytelling
- Content creation for various platforms
- Integrating PR with marketing strategies

Day 3: Crisis Communication and Reputation Management

- Crisis communication planning
- Real-time response strategies
- Managing online reputation
- Post-crisis recovery and learning

A graphic of a chessboard with several chess pawns. A large gold king piece is prominent in the foreground, with other pawns in silver and gold behind it. The board has a checkered pattern.

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Day 4: Digital PR and Social Media Strategies

- Social media management for PR professionals
- Influencer partnerships and collaborations
- SEO and content optimization for PR
- Data-driven PR strategies

Day 5: Measurement, Ethics, and Future Trends in PR

- PR measurement and evaluation techniques
- Ethical considerations in PR practice
- Emerging technologies in PR AI, VR, AR
- Building a future-proof PR career

Practical Wins for Participants

- Develop a comprehensive PR strategy for a real-world scenario
- Create a crisis communication plan for your organization
- Design and launch a digital PR campaign
- Construct a PR measurement framework to demonstrate ROI

Blackbird training cities



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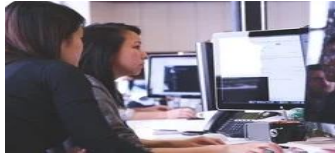
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Blackbird Training Category



Human Resources Management



Audit & Quality



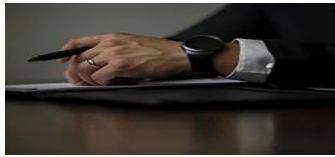
Finance, Economics & Markets



Marketing, Sales & Negotiation



Secretary & Admin



Governance, Risk, & Compliance (GRC)



Project Management



Communications & PR



Technology & Digital Transformation



Procurement, Contracts & Supply Chain



Leadership & Management Development



Professional Skills & Career Enhancement



Oil, Gas & Energy Industry Specialization



Healthcare & Safety Management



Telecom Engineering



Public Sector Administration & Skills



Hospital Management



Customs Management & Global Trade Compliance



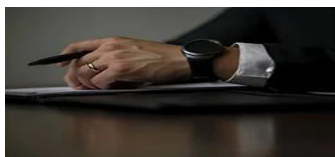
Aviation, Transportation & Logistics



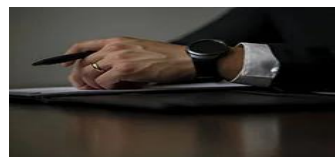
Board Members & C-Suite Development



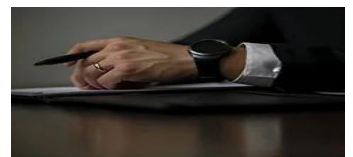
Agile and Refinement



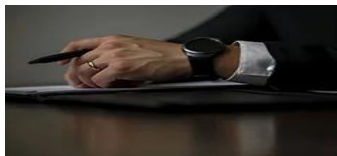
Business Strategy & Competitive Analysis



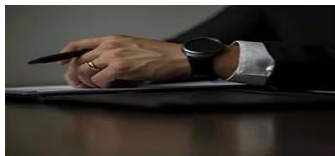
Operational Risk Management



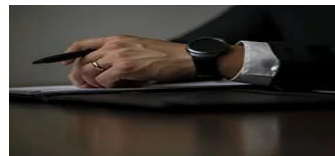
Operational Excellence



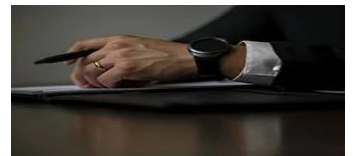
Data Management & Analytics



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