

Advanced Press Office Management: Strategies & Techniques

Media & Public Relations
Barcelona (Spain)
25 - 29 Aug 2025

UK Traininig

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Advanced Press Office Management: Strategies & Techniques

Ref: 321525_133052 **Date:** 25 - 29 Aug 2025 **Location:** Barcelona (Spain) **Fees:** 4400 **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 (king, queen, rook, knight, and pawns) in gold and silver. The pieces are arranged on a checkered board with concentric circles in the background.

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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, including a king, queen, and pawns, positioned on the board. The board is white and black, and the pieces are gold and silver.

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