

Certified Public Relations Professional (CPRP) Program

Human Resource
Casablanca (Morocco)
03 - 07 Nov 2025

UK Traininig

PARTNER



Certified Public Relations Professional (CPRP) Program

Ref: 321497_134844 **Date:** 03 - 07 Nov 2025 **Location:** Casablanca (Morocco) **Fees:** 3300 Euro

Course Description

This intensive 5-day Certified Public Relations Professional CPRP program equips participants with the essential skills and knowledge needed to excel in modern public relations. Through a combination of theoretical foundations and practical applications, attendees will master strategic communication planning, media relations, crisis management, and digital PR techniques. This course is designed for both aspiring and experienced PR professionals looking to enhance their expertise and advance their careers.

Learning Objectives

- Develop and implement comprehensive PR strategies aligned with organizational goals
- Master effective media relations and crisis communication techniques
- Utilize digital platforms and social media for impactful PR campaigns
- Enhance stakeholder engagement and reputation management skills
- Apply ethical principles and best practices in public relations

Course Modules

Day 1: Foundations of Public Relations

- Evolution and role of PR in modern business
- PR ethics and professional standards
- Stakeholder analysis and mapping
- Strategic PR planning process

Day 2: Media Relations and Content Creation

- Building and maintaining media relationships
- Crafting compelling press releases and pitches
- Storytelling techniques for PR
- Content strategy for multiple platforms

Day 3: Crisis Communication and Reputation Management

- Crisis prevention and preparedness
- Effective crisis response strategies
- Post-crisis recovery and learning
- Online reputation management techniques

A graphic of a chessboard with several chess pieces (king, queen, rook, knight, and pawns) in gold and silver. The text 'UK Training' is in a small, black sans-serif font, and 'PARTNER' is in a large, bold, black sans-serif font below it.

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Day 4: Digital PR and Social Media

- Leveraging social media for PR campaigns
- Influencer relations and partnerships
- SEO and content marketing for PR
- Measuring digital PR success

Day 5: Strategic PR Campaigns and Evaluation

- Integrated PR campaign planning
- Budgeting and resource allocation
- PR measurement and analytics
- Presenting PR results to stakeholders

Practical Wins for Participants

- Create a comprehensive PR strategy for a real-world scenario
- Develop a crisis communication plan for your organization
- Design and launch a digital PR campaign using social media
- Craft a compelling PR case study presentation for executives

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www.blackbird-training.com



training@blackbird-training.com



+44 7480 775526 / +44 7401 177335