

# **Certified Public Relations Professional (CPRP) Program**

Human Resource  
Rome (Italy)  
29 Sep - 03 Oct 2025

UK Traininig

# **PARTNER**



## Certified Public Relations Professional (CPRP) Program

**Ref:** 321497\_135409 **Date:** 29 Sep - 03 Oct 2025 **Location:** Rome (Italy) **Fees:** 4200 **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 PARTNER' is overlaid on the board.

UK Training  
**PARTNER**

## 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

## Blackbird training cities



Accra (Ghana)

Amman (Jordan)

Amsterdam (Netherlands)

Annecy (France)

Baku (Azerbaijan)

Bali (Indonesia)

Bangkok (Thailand)

Bangkok (Thailand)

Barcelona (Spain)

Batumi (Georgia)

Beijing (China)

Beirut (Lebanon)

Berlin (Germany)

Birmingham (UK)

Bordeaux (France)

Boston, Massachusetts (USA)

Brussels (Belgium)

Cairo (Egypt)

Cape Town (South Africa)

Casablanca (Morocco)

Cascais (Portugal)

Copenhagen (Denmark)

Doha (Qatar)

Dubai (UAE)

Düsseldorf (Germany)

UK Training  
**PARTNER**





## Blackbird Training Category



Human Resource



Audit & Quality Assurance



Finance, Accounting, Budgeting



Marketing, Sales, Customer Service



Secretary & Admin



Law and Contract Management



Project Management



IT & IT Engineering



Supply Chain & Logistics



Management & Leadership



Professional Skills



Oil & Gas Engineering



Health & Safety



Telecom Engineering



Hospital Management



Customs & Safety



Aviation



C-Suite Training



Agile and Refinement



## Blackbird training Clients



MANNAI Trading  
Company WLL,  
Qatar



Alumina Corporation  
Guinea



Booking.com  
Netherlands



Oxfam GB International  
Organization,  
Yemen



Capital Markets  
Authority,  
Kuwait



Waltersmith Petroman Oil Limited  
Nigeria



Qatar National Bank  
(QNB),  
Qatar



Qatar Foundation,  
Qatar



AFRICAN UNION ADVISORY  
BOARD ON CORRUPTION,  
Tanzania



KFAS  
Kuwait



Reserve Bank of  
Malawi,  
Malawi



Central Bank of Nigeria  
Nigeria



Ministry of Interior  
Kingdom of Saudi Arabia  
KSA



Mabruk Oil Company  
Libya



Saudi Electricity  
Company,  
KSA



BADAN PENGELOLA  
KEUANGAN Haji,  
Indonesia



NATO  
Italy



ENI CORPORATE  
UNIVERSITY,  
Italy



Gulf Bank  
Kuwait



General Organization for  
Social Insurance  
KSA



Defence Space Administration  
Nigeria



National Industries  
Group (Holding),  
Kuwait



Hamad Medical  
Corporation,  
Qatar



USAID  
Pakistan



STC Solutions,  
KSA



North Oil company,



EKO Electricity



Oman Broadband



UNITED NATIONS  
UN.



Authority for

UK Training  
**PARTNER**



**LONDON TRAINING PROVIDER**



[www.blackbird-training.com](http://www.blackbird-training.com)



[training@blackbird-training.com](mailto:training@blackbird-training.com)



+44 7480 775526 / +44 7401 177335