

# Professional Media Relations: Mastering Strategic Communication

Media & Public Relations  
Prague (Czech)  
11 - 15 May 2026

UK Traininig

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## Professional Media Relations: Mastering Strategic Communication

**Ref:** 321748\_145721 **Date:** 11 - 15 May 2026 **Location:** Prague (Czech) **Fees:** 4400 **Euro**

### Course Description

This intensive 5-day course equips PR professionals with advanced media relations skills. Participants will learn to develop strategic communication plans, craft compelling stories, build lasting relationships with journalists, and effectively manage crisis situations. The course combines theoretical knowledge with practical exercises to ensure real-world application.

### Learning Objectives

- Develop and implement comprehensive media relations strategies
- Master the art of storytelling and content creation for various media channels
- Build and maintain productive relationships with journalists and influencers
- Navigate crisis communication scenarios with confidence and professionalism
- Measure and evaluate the success of media relations campaigns

### Course Modules

#### Day 1: Foundations of Media Relations

- Understanding the modern media landscape
- Developing a strategic media relations plan
- Identifying and segmenting target audiences
- Aligning media relations with organizational goals

#### Day 2: Crafting Compelling Stories

- Principles of effective storytelling for media
- Writing impactful press releases and media pitches
- Creating multimedia content for press kits
- Adapting messages for different media channels

#### Day 3: Building Media Relationships

- Identifying and profiling key journalists and influencers
- Techniques for effective media outreach
- Nurturing long-term media relationships
- Organizing successful press events and interviews

#### Day 4: Crisis Communication and Reputation Management

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- Developing a crisis communication plan
- Managing media during a crisis
- Techniques for damage control and reputation repair
- Post-crisis evaluation and learning

## Day 5: Measuring Success and Emerging Trends

- Key performance indicators for media relations
- Tools and techniques for measuring media impact
- Emerging trends in media relations AI, social media, etc.
- Developing a continuous improvement plan

## Practical Wins for Participants

- A customized media relations strategy for their organization
- A toolkit of templates for press releases, pitches, and crisis communication
- A personal network of media contacts and relationship-building techniques
- Actionable plans for measuring and improving media relations efforts

A graphic of a chessboard with several chess pieces. A large gold king piece is in the foreground, with a silver pawn and a silver knight behind it. In the background, there are concentric circles emanating from a point on the board.

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