

Professional Media Relation

Media & Public Relations
Sharm El-Sheikh (Egypt)
12 - 16 Jan 2025

UK Traininig

PARTNER



Professional Media Relation

Ref: 321748_145730 **Date:** 12 - 16 Jan 2025 **Location:** Sharm El-Sheikh (Egypt) **Fees:** 3700 Euro

Introduction

The Media Relations Course is a comprehensive 5-day program designed to provide participants with the knowledge and skills necessary to effectively manage media interactions and enhance their organization's public image. This course equips participants with practical tools and strategies to navigate the evolving media landscape and build strong relationships with journalists and media outlets. Through interactive sessions and real-world case studies, participants will gain the expertise needed to handle media inquiries, craft impactful messages, and successfully engage with the media.

Course Objectives

- Understand the role and importance of media relations in shaping public perception.
- Develop proficiency in managing media interactions and interviews.
- Enhance skills in crafting compelling messages for different media platforms.
- Gain insights into media landscape dynamics, including traditional and digital media.
- Build effective relationships with journalists and media professionals.
- Learn crisis communication strategies and techniques for handling media crises.
- Develop a proactive media relations strategy to promote positive media coverage.
- Improve media monitoring and measurement skills to assess media impact.
- Enhance the organization's reputation through strategic media engagement.
- Apply ethical standards and best practices in media relations.

Course Outlines

Day 1

Introduction to Media Relations

- Importance and role of media relations in organizational communication
- Understanding the media landscape: traditional media, social media, and emerging trends
- Key skills and competencies for effective media relations professionals
- Ethical considerations in media relations

Day 2

UK Training

PARTNER



Media Relations Strategies and Planning

- Developing a media relations strategy aligned with organizational goals
- Identifying target media and understanding their audiences
- Creating media messages and key talking points
- Crisis communication planning and preparation

Day 3

Media Engagement and Interviews

- Building relationships with journalists and media professionals
- Media training and interview preparation techniques
- Handling different types of media interviews: print, broadcast, and online
- Strategies for delivering key messages effectively

Day 4

Digital Media and Social Media in Media Relations

- Understanding the impact of digital media on media relations
- Leveraging social media platforms for media engagement
- Engaging with online influencers and bloggers
- Monitoring and managing online conversations and social media crises

Day 5

Media Measurement and Monitoring

- Evaluating media impact and measuring media coverage
- Media monitoring tools and techniques
- Tracking media mentions and sentiment analysis
- Leveraging media analysis for strategic decision-making

Blackbird training cities

Accra1 (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 Traininig
PARTNER



Blackbird Training Category



Human Resources



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



UK Training
PARTNER



BLACKBIRD
FOR TRAINING

LONDON TRAINING PROVIDER



www.blackbird-training.com



training@blackbird-training.com



+44 7480 775526 / +44 7401 177335