

Certified Public Relations Professional (CPRP) Program

4 – 8 October 2027
Barcelona (Spain)

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Ref: 321497_161250 **Date:** 4 – 8 October 2027 **Location:** Barcelona (Spain) **Fees:** 5200 GBP

Why This Course

In today's fast-paced and interconnected world, organizations must communicate effectively to maintain reputation, engage stakeholders, and navigate crises. Public relations professionals play a critical role in shaping perceptions, managing media interactions, and leveraging digital platforms for strategic impact.

This intensive 5-day Certified Public Relations Professional CPRP program equips participants with the knowledge, tools, and practical skills needed to excel in modern PR environments. It combines foundational theory with hands-on exercises to prepare professionals for real-world challenges.

What You'll Learn and Practice

By attending this program, you will:

- Develop and implement PR strategies aligned with organizational goals
- Master media relations, storytelling, and content creation techniques
- Build skills in crisis communication and reputation management
- Leverage digital and social media platforms for impactful PR campaigns
- Apply ethical principles and industry best practices in all PR activities
- Measure and evaluate the effectiveness of PR initiatives

The Program Flow

Day 1: Foundations of Public Relations

- Evolution and role of PR in modern business
- Professional ethics and standards in PR
- Stakeholder identification, mapping, and engagement
- Strategic PR planning process

Day 2: Media Relations and Content Creation

- Building and sustaining media relationships
- Crafting compelling press releases and pitches
- Storytelling techniques for maximum impact
- Content strategy across multiple communication channels

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A graphic of a chessboard with several chess pieces (king, queen, rook, knight, and pawns) positioned on it. The board is white and black, and the pieces are gold and silver. The text 'UK Training PARTNER' is overlaid on the board.

Day 3: Crisis Communication and Reputation Management

- Crisis prevention and preparedness frameworks
- Effective crisis response strategies
- Post-crisis recovery and lessons learned
- Online reputation management and monitoring

Day 4: Digital PR and Social Media

- Leveraging social media platforms for PR campaigns
- Influencer relations and collaborative partnerships
- SEO, content marketing, and digital storytelling
- Measuring and optimizing digital PR performance

Day 5: Strategic PR Campaigns and Evaluation

- Planning and executing integrated PR campaigns
- Budgeting, resource allocation, and project management
- PR measurement, analytics, and reporting
- Presenting results and insights to executives and stakeholders

Individual Impact

Participants will leave the program with:

- A comprehensive PR strategy ready for implementation
- Practical skills in managing crises and safeguarding reputation
- Expertise in digital PR, social media campaigns, and content creation
- Ability to measure PR effectiveness and report to leadership confidently

Organizational Impact

Organizations will benefit through:

- Stronger brand reputation and stakeholder trust
- More effective crisis preparedness and response
- Enhanced media engagement and digital communication capabilities
- Measurable impact from PR campaigns and initiatives

Training Methodology

This program emphasizes hands-on learning through:

A graphic of a chessboard with several chess pieces (a king, a queen, and a pawn) in the foreground. The text 'UK Training' is written in a small font above the word 'PARTNER' in a large, bold, black font.

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- Real-world case studies and scenario exercises
- Media simulation and crisis response drills
- Interactive workshops on digital and social media PR
- Collaborative group discussions and peer feedback

Beyond the Course

Upon completion, participants will be prepared to:

- Design and implement comprehensive PR strategies
- Lead crisis communication and reputation management initiatives
- Execute digital and social media campaigns effectively
- Communicate PR insights to influence decision-making and organizational outcomes

This program offers a practical and strategic pathway for PR professionals seeking to elevate their skills, drive impact, and advance their careers.

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