

Certified Public Relations Professional (CPRP) Training

4 – 8 January 2027
Tokyo (Japan)

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Ref: 322286_194284 **Date:** 4 – 8 January 2027 **Location:** Tokyo (Japan) **Fees:** 5900 GBP

Why This Course

In today's fast-changing communications environment, public relations professionals are expected to do far more than secure media coverage. They must shape reputation, engage stakeholders, lead communication during crises, use digital platforms effectively, and demonstrate measurable value to the organization. To succeed in this landscape, professionals need a strong foundation in strategic thinking, media engagement, ethical practice, and modern PR execution.

This intensive 5-day Certified Public Relations Professional course provides a comprehensive foundation in modern public relations practices. Participants will develop strategic communication skills, learn effective media relations techniques, master crisis management, and explore digital PR strategies. This course blends theory with practical applications to prepare PR professionals for today's dynamic communication landscape.

What You'll Learn and Practice

By joining this program, you will:

- Develop and implement strategic PR campaigns aligned with organizational goals.
- Master media relations techniques and crisis communication strategies.
- Utilize digital and social media platforms effectively for PR initiatives.
- Enhance stakeholder engagement and reputation management skills.
- Apply ethical PR practices and measure campaign effectiveness.

The Program Flow

Day 1: Foundations of Strategic Public Relations

- Evolution and current landscape of PR.
- PR strategy and campaign planning.
- Stakeholder analysis and mapping.
- Ethics in public relations.

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A graphic of a chessboard with several chess pieces. A gold king piece is prominent in the foreground, with a silver pawn and a silver knight nearby. The board is checkered, and there are concentric circles in the background.

Day 2: Media Relations and Content Creation

- Building media relationships.
- Writing compelling press releases and pitches.
- Storytelling techniques for PR.
- Visual content creation for PR.

Day 3: Crisis Communication and Reputation Management

- Crisis communication planning.
- Managing PR during a crisis.
- Reputation management strategies.
- Post-crisis recovery and lessons learned.

Day 4: Digital PR and Social Media Strategies

- Digital PR tools and platforms.
- Social media for PR professionals.
- Influencer marketing and partnerships.
- Online reputation management.

Day 5: Measurement, Evaluation, and Emerging Trends

- PR measurement and analytics.
- Evaluating campaign effectiveness.
- Emerging technologies in PR.
- Future trends and career development.

Individual Impact

- Strengthen your ability to build and execute strategic public relations plans with confidence.
- Enhance your media relations, content development, and crisis communication skills.
- Build stronger capability in managing stakeholder relationships and protecting reputation.
- Gain practical tools for digital PR execution, performance measurement, and professional growth.

Work Impact

- Improve the organization's communication strategy and campaign effectiveness.
- Strengthen media engagement, crisis readiness, and reputation management.
- Support better use of digital channels and data-driven PR decision-making.
- Enhance the ability to demonstrate PR value and align communication efforts with business goals.

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A graphic of a chessboard with several chess pieces (king, queen, rook, knight, and pawns) in gold and silver, set against a background of concentric circles.

Training Methodology

This program integrates strategic communication principles, practical application, and real-world PR scenarios to ensure professional relevance and immediate workplace impact. Learning methods include:

- Real-world case studies on strategic communication, media relations, and crisis management.
- Practical exercises in campaign planning, message development, and content creation.
- Interactive workshops on digital PR, stakeholder engagement, and reputation management.
- Group discussions on ethics, analytics, and emerging public relations trends.
- Frameworks and tools for applying modern PR strategies effectively.

Beyond the Course

Upon completion, participants will be better equipped to manage public relations activities with greater confidence, structure, and strategic awareness. They will return ready to:

- Develop stronger PR strategies aligned with organizational objectives.
- Handle media relations and crisis communication more effectively.
- Use digital platforms to strengthen visibility, engagement, and reputation.
- Measure PR outcomes more clearly and demonstrate communication value to stakeholders.

A graphic of a chessboard with several chess pieces (king, queen, rook, knight, and pawns) in gold and silver. The board is checkered and has a subtle grid pattern. The text 'UK Training PARTNER' is overlaid on the right side of the board.

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