Advanced Communications and PR Management Masterclass

21 – 25 March 2027
Dubai (UAE)



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Ref: 323043_222680 **Date:** 21 – 25 March 2027 **Location:** Dubai (UAE) **Fees:** 4200 GBP

Course Description

This intensive 1-week course is designed for PR professionals seeking to enhance their strategic communication skills and management capabilities. Participants will learn advanced techniques in campaign planning, crisis management, digital PR strategies, and leadership in communications. The course combines theoretical knowledge with practical applications to prepare professionals for high-level PR roles.

Learning Objectives

- Develop comprehensive PR campaign strategies
- Master crisis communication and reputation management
- Enhance digital PR and social media management skills
- Improve leadership and team management in PR contexts
- Learn advanced measurement and evaluation techniques for PR campaigns

Course Modules

Day 1: Strategic PR Planning and Campaign Management

- Advanced PR strategy development
- Integrated campaign planning techniques
- Stakeholder mapping and engagement strategies
- PR measurement and evaluation frameworks

Day 2: Crisis Communication and Reputation Management

- Crisis prevention and preparedness
- Effective crisis response strategies
- Post-crisis reputation rebuilding
- Case studies in successful crisis management

Day 3: Digital PR and Social Media Strategies

- Digital PR trends and best practices
- Social media campaign planning and execution
- Influencer relationship management
- Online reputation management techniques



Day 4: PR Leadership and Team Management

- Leadership skills for PR professionals
- Managing and motivating PR teams
- Effective client and stakeholder communication
- Ethical decision-making in PR

Day 5: Advanced PR Tactics and Future Trends

- Emerging technologies in PR
- Data-driven PR strategies
- Global PR considerations
- Sustainable and purpose-driven PR practices

Practical Wins for Participants

- Create a comprehensive PR campaign strategy
- Develop a crisis communication plan
- Design an integrated digital PR and social media strategy
- Construct a PR measurement and evaluation framework

