Mastering Public Relations and Media Skills for Success

21 – 25 December 2026
Rome (Italy)



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Ref: 323045_222771 **Date:** 21 – 25 December 2026 **Location:** Rome (Italy) **Fees:** 5200 GBP

Course Description

This comprehensive 1-week course equips professionals with essential public relations and media skills. Participants will learn effective communication strategies, crisis management techniques, content creation for various platforms, and media relations best practices. The course combines theoretical knowledge with practical exercises to enhance organizational reputation and stakeholder engagement.

Learning Objectives

- Develop strategic PR plans and campaigns
- Master crisis communication and reputation management
- Create compelling content for diverse media channels
- Enhance media relations and interview skills
- Utilize social media for effective PR outreach
- Measure and evaluate PR efforts for continuous improvement

Course Modules

Day 1: Foundations of Public Relations

- Introduction to PR principles and ethics
- Stakeholder analysis and engagement
- PR planning and strategy development
- Writing effective press releases and media advisories

Day 2: Media Relations and Interview Techniques

- Understanding media landscape and journalist needs
- Building and maintaining media relationships
- Preparing for media interviews
- Handling difficult questions and bridging techniques

Day 3: Crisis Communication and Reputation Management

- Identifying potential crises and risk assessment
- Developing crisis communication plans
- Managing online reputation and social media crises
- Post-crisis evaluation and reputation rebuilding



Day 4: Content Creation and Storytelling

- Crafting compelling narratives for different audiences
- Creating multimedia content videos, infographics, podcasts
- Writing for various platforms web, social media, blogs
- Developing a content calendar and distribution strategy

Day 5: Digital PR and Measurement

- Leveraging social media for PR campaigns
- Influencer engagement and partnerships
- PR measurement tools and metrics
- Evaluating campaign success and ROI

Practical Wins for Participants

- Develop a comprehensive PR strategy for their organization
- Create a crisis communication plan and conduct a mock crisis drill
- Produce a multimedia PR kit with press releases, fact sheets, and visual content
- Design and present a PR campaign pitch to address a real-world scenario

