

Mastering PR Strategies: Media Relations & Crisis Management

7 – 11 December 2026
Lyon (France)

UK Traininig

PARTNER



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Ref: 323050_223059 **Date:** 7 – 11 December 2026 **Location:** Lyon (France) **Fees:** 5200 GBP

Course Description

This intensive 5-day course equips PR professionals with advanced strategies for media relations and crisis management. Participants will learn to develop comprehensive PR plans, build strong media relationships, craft compelling messages, and navigate crises effectively. The course combines theoretical knowledge with practical applications, preparing attendees to excel in today's dynamic PR landscape.

Learning Objectives

- Develop and implement strategic PR plans aligned with organizational goals
- Master techniques for building and maintaining strong media relationships
- Craft compelling messages and content for various media channels
- Design and execute effective crisis communication strategies
- Analyze emerging PR trends and integrate digital tools into PR practices

Course Modules

Day 1: Foundations of Strategic PR

- Evolution of PR in the digital age
- Strategic PR planning process
- Aligning PR goals with business objectives
- Stakeholder analysis and mapping

Day 2: Advanced Media Relations

- Building and nurturing media relationships
- Crafting effective press releases and pitches
- Mastering interview techniques
- Leveraging social media for media outreach

Day 3: Message Development and Content Strategy

- Creating compelling brand narratives
- Developing key messages for different audiences
- Content creation for various media platforms
- Measuring content effectiveness

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A graphic of a chessboard with several chess pieces. A large gold king piece is in the foreground, with a silver pawn and a silver knight behind it. The board is white and grey, with concentric circles in the background.

Day 4: Crisis Communication and Reputation Management

- Crisis preparedness and planning
- Effective crisis response strategies
- Managing online reputation
- Post-crisis recovery and lessons learned

Day 5: Emerging Trends and Future of PR

- Digital PR tools and technologies
- Data-driven PR strategies
- Influencer relations and partnerships
- Ethical considerations in modern PR

Practical Wins for Participants

- Develop a comprehensive PR strategy for their organization
- Create a crisis communication plan tailored to their industry
- Build a personalized media relations toolkit
- Design a digital PR campaign integrating emerging trends

A graphic of a chessboard with several chess pieces (a king, a queen, and a pawn) in the bottom right corner. The board is white and black, and the pieces are gold and silver. The text 'UK Training' is above 'PARTNER' in a bold, black, sans-serif font.

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