Public Relations Professional: Mastering Strategic Communication

18 – 22 July 2027
Jeddah (KSA)



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Ref: 3269_231770 **Date:** 18 – 22 July 2027 **Location:** Jeddah (KSA) **Fees:** 4200 GBP

Why This Course

In today's fast-moving, hyper-connected world, public relations professionals play a pivotal role in shaping organizational reputation, managing crises, and driving strategic communication across multiple channels. The modern PR landscape demands leaders who can integrate strategy, creativity, and data to engage audiences and influence perception.

The Advanced Strategic Public Relations and Digital Communication program is an intensive 1-week course designed for experienced PR and communication professionals seeking to enhance their strategic impact. Through a blend of theory, case studies, and practical application, participants will gain the skills to develop compelling campaigns, manage crises effectively, and lead PR efforts in an evolving digital environment.

What You'll Learn and Practice

By joining this program, you will:

- Develop and implement strategic PR plans aligned with organizational objectives.
- Master crisis communication and reputation management frameworks.
- Leverage digital PR tools and social media strategies to amplify influence.
- Strengthen stakeholder engagement and media relations capabilities.
- Apply measurement frameworks to evaluate PR effectiveness and ROI.

The Program Flow

Day 1: Foundations of Strategic PR

- The evolution and transformation of PR in the digital era.
- Building a strategic mindset for modern public relations.
- Stakeholder mapping, analysis, and engagement strategies.
- Applying the PESO model Paid, Earned, Shared, Owned to integrated PR campaigns.
- Workshop: Mapping key stakeholders and aligning PR objectives with business goals.



Day 2: Crafting Compelling PR Campaigns

- Developing comprehensive PR campaign strategies.
- Message creation, storytelling, and narrative framing.
- Producing impactful content across traditional and digital media.
- Integrating PR and marketing for cohesive brand communication.
- Exercise: Designing a full PR campaign blueprint from concept to execution.

Day 3: Crisis Communication and Reputation Management

- Identifying and preparing for potential PR crises.
- Building a crisis communication plan and response framework.
- Managing online reputation and misinformation.
- Post-crisis evaluation, learning, and trust rebuilding.
- Simulation: Managing a live crisis scenario with real-time media response.

Day 4: Digital PR and Social Media Strategies

- Developing digital-first PR strategies.
- Managing multi-platform social media presence.
- Engaging influencers and brand advocates effectively.
- SEO, content optimization, and analytics in PR.
- Workshop: Creating a digital PR and influencer engagement plan.

Day 5: Measurement, Ethics, and Future Trends in PR

- Measuring PR performance: AMEC frameworks and key metrics.
- Reporting ROI and demonstrating business value through data.
- Ethical standards and transparency in public communication.
- Emerging technologies transforming PR AI, AR, VR, automation.
- Building resilience and adaptability for the future PR landscape.
- Capstone Project: Developing a PR measurement and reporting framework.

Individual Impact

- Strengthen your strategic thinking and execution capabilities in PR.
- Gain confidence in managing crises, reputation, and stakeholder expectations.
- Expand your digital communication and data analysis skills.
- Build a personal toolkit for leading modern, high-impact PR campaigns.



Organizational Impact

- Improve brand credibility, visibility, and audience engagement.
- Strengthen crisis preparedness and communication resilience.
- Integrate PR strategy with organizational goals for measurable impact.
- Foster a culture of transparency, innovation, and ethical communication.

Training Methodology

This program combines strategic insight, real-world application, and digital innovation to ensure immediate relevance. Learning methods include:

- Case studies from leading global brands and PR agencies.
- Interactive workshops on campaign design and crisis simulation.
- Group projects on digital and social media strategy development.
- Data-driven exercises in PR measurement and evaluation.
- Expert coaching, peer collaboration, and professional feedback.

Beyond the Course

Upon completion, participants will be equipped to lead PR functions with strategic foresight, digital fluency, and creative excellence. They will return ready to:

- Develop integrated communication strategies for diverse audiences.
- Manage crises with agility and confidence.
- Lead digital and influencer-driven PR initiatives.
- Demonstrate the measurable value of PR in achieving organizational success.

