



PUBLIC RELATIONS

Certified Public Relations Professional

Course code: PR-001



SPARK TRAINING

Professional training courses for leaders, specialists, and organizations seeking practical capability development.

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— Workshop Overview

This course will take you step-by-step through proven approaches to Public Relations (PR) planning and management. By following these steps, PR professionals will achieve results that can be measured and reported back to top management, directly contributing to the organization's success by enhancing its reputation and relationships. You will be shown how the fundamentals of PR are vital and how significant they are to understanding organizational reputation and relationships. A PR professional can often be in a challenging, complex, and confusing situation. Therefore, attending this course will enable you to develop the skills needed to present practical and achievable plans that win management's confidence.

Why Attend

The workshop is interactive and participatory and includes various learning tools to enable the participants to operate effectively and efficiently in a multifunctional environment. The course is based on presentations, role-playing and group exercises, experience sharing in roundtable discussions, team exercises, and group debriefing.

Who Should Attend

Managers, supervisors, and officers experienced in public relations. This course will also benefit key personnel whose work involves contact and interaction with the internal or external public, particularly in personnel, marketing, sales, training, and administration.

— Learning Objectives

- List the functions of public relations in a changing environment
- Plan and organize a PR program by familiarizing themselves with the main functions of a PR professional
- Practice the critical communication skills and techniques essential for performing their PR duties
- Implement their know-how to communicate effectively with the internal and external public of the organization
- Justify the role of a PR professional in supporting the image and reputation of the organization by becoming proficient in both verbal and written communication
- Prepare and execute a press conference

Course Outline

DAY
1

PR in a Changing Environment

- The origin and development of PR
- Definitions, scope, and objectives of PR
- Guiding principles of PR professionals
- PR campaigns
- New roles and perspectives
- The role of PR in building and supporting the image of the organization

DAY
2

The Functions of PR

- Management principles
- Planning and organizing the activities of PR
- Leading and controlling PR projects
- Ingredients of successful PR planning
- Main qualities of PR professionals
- PR position in the organization
- Responsibilities of the PR professional

DAY
3

PR and Communication

- Communicating with the internal and external public
- Key components in communication
- Diffusion and effects of communication
- What makes effective communicators in PR
- Communication functions
- Overcoming barriers in communication
- Nonverbal communication
- The communication abilities of PR professionals

DAY
4

The role of PR professionals in dealing with the internal and external public

- Understanding and dealing with difficult personalities

DAY
5

Written and Verbal communication Skills

- Importance of writing for PR
- Fundamentals of writing

- Written communication media
- Newsletter and brochures designs
- Verbal communication media
- The two parts of speaking
- Causes for nervousness
- Speaking guidelines
- Importance of preparation
- The PAMPERS vocal techniques
- Audience attention and interest
- Body positioning
- Day 6: Press Conferences
- Defining a press conference
- Reasons to hold a press conference
- Conducting a press conference
- Preparing a media and press kit
- Building good relations with the media
- Principles of dealing with the press during a crisis

— Upcoming Classroom Dates

DATE	LOCATION	FEE
5 - 9 October 2026	Barcelona - Spain	€1,925
16 - 20 November 2026	London - United Kingdom	€2,100
7 - 11 December 2026	Munich - Germany	€1,725
11 - 15 January 2027	Barcelona - Spain	€1,925
8 - 12 February 2027	Frankfurt - Germany	€1,625
8 - 12 March 2027	Rome - Italy	€2,125
12 - 16 April 2027	Kuala Lumpur - Malaysia	€1,400
10 - 14 May 2027	Barcelona - Spain	€1,925

— Certificate and Registration

Participants who attend and complete the full programme receive a SPARK Training Certificate of Completion. For registration, in-house delivery, or availability questions, contact info@sparktraining.eu or +31 85 115 0004.