



PUBLIC RELATIONS

Modern Strategic Brand Management & Public Relations Masterclass

Course code: PR-007

SPARK TRAINING

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

info@sparktraining.eu

+31 85 115 0004 | sparktraining.eu

— Workshop Overview

Strong brands and effective public relations are essential for building trust, influencing perception, and creating long-term organizational value. In today's fast-moving digital environment, organizations must manage reputation, engage stakeholders, communicate consistently, and respond professionally to challenges. This course provides participants with practical tools to build powerful brands, strengthen media relations, manage crises, and develop strategic communication plans.

Why Attend

This course uses an interactive and practical approach through presentations, case studies, brand analysis workshops, media simulations, group discussions, planning exercises, and real workplace examples.

Who Should Attend

Public Relations Professionals
Marketing Managers
Brand Managers
Corporate Communication Teams
Business Owners
Media Relations Staff
Anyone responsible for brand image and

— Learning Objectives

- Understand the foundations of public relations and brand management
- Build strong brand identity and positioning strategies
- Use storytelling and messaging effectively
- Strengthen media relations and outreach performance
- Apply modern public relations tools and channels
- Manage reputation and crisis communication professionally
- Measure brand and PR performance using KPIs
- Develop a practical brand management plan

— Course Outline

DAY
1

Fundamentals of Public Relations & Brand Management

- History of public relations in the communication landscape
- Key differences between public relations and marketing
- Publics and stakeholders
- Building relationships
- Ethical considerations in public relations practices
- Brand definition and its key elements
- Brand development process
- Impact of brand

DAY
2

Brand Storytelling & Messaging

- Brand narratives, tone and voice
- Brand story identification
- Storytelling techniques
- Brand personality
- Consistency in voice and tone
- Effective use of language
- Creating memorable brand messages

DAY
3

Media Relations & Outreach

- Media relations fundamentals
- Media platforms selection
- Press kit building
- Building long-term relationships with media professionals
- Identification of media outreach strategies
- Press conferences, media tours, and interviews
- Reach and engagement through social media
- Turning negative press into success through professionalism

DAY
4

Public Relations Techniques & Channels

- Public relations tools
- Public relations channels
- Exploring opportunities through events, sponsorships, and community engagement

- Public awareness campaigns
- Public relations measurement tools
- Internal communications
- Crisis communication
- Developing plans for crisis scenarios
- Reputation management
- Professional usage of social media during crisis

DAY
5

Strategic Brand Management Planning

- Brand assessment
- SWOT analysis for brand assessment
- Competitors analysis
- Competitive advantages identification
- SMART objectives
- Key performance indicators (KPIs)
- Brand management plan development

— Upcoming Classroom Dates

DATE	LOCATION	FEE
5 - 9 October 2026	Amsterdam - Netherlands	€2,100
12 - 16 October 2026	Istanbul - Türkiye	€1,600
9 - 13 November 2026	Paris - France	€2,200
16 - 20 November 2026	Barcelona - Spain	€2,100
7 - 11 December 2026	Munich - Germany	€2,125
14 - 18 December 2026	Kuala Lumpur - Malaysia	€1,400
21 - 25 December 2026	Amsterdam - Netherlands	€2,100
4 - 8 January 2027	Amsterdam - Netherlands	€2,125

— 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.