XCELERATE TRAINING INSTITUTE
your learning & development partner

PUBLIC RELATIONS

Public Relations Strategy and Tactics

DURATION	LANGUAGE	FORMAT
5 days	English	Classroom / Online

Upcoming dates

Dates	Venue	Format	Fee
17 – 21 May 2027	Live online	Online (live)	€1,200
22 – 26 Nov 2027	Live online	Online (live)	€1,200
27 – 31 Dec 2027	Istanbul	Classroom	€4,800

Register or ask a question

Online: staging.x8ti.com/course/public-relations-strategy-and-tactics/
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Public Relations Strategy and Tactics

Introduction

Public relations (PR) involves shaping public perception of an organization. A successful PR strategy is crucial for any business. It offers numerous benefits, including improved reputation, customer attraction, and increased online visibility. Both online and offline PR channels are used to reach the target audience. Effective PR requires strong corporate communication and positive media relations. Building relationships with the community and organizing events also enhance an organization's image. A well-crafted PR strategy encompasses various areas like media relations, crisis management, and event planning. Adapting to local trends is essential for organizations with multiple locations.

Learning Objectives

This by Xcelerate Training Institutes course aims to equip professionals with a comprehensive understanding of PR and its strategic importance. Participants will develop the skills to contribute to and lead PR initiatives within their organizations. The course emphasizes the ability to create and implement effective PR strategies, demonstrating talent and potential for career advancement.

Training Methodology

The training combines classroom instruction with interactive activities. Participants are encouraged to share their experiences and engage in discussions. The course follows a practical approach, emphasizing learning through doing.

Benefits for Your Organisation

By enrolling their employees in this course, organizations can expect improved PR management, more effective strategies, enhanced brand reputation, increased investment, better customer satisfaction, business growth, talent acquisition, and improved search engine rankings.

Benefits for You

Participants will gain a deeper understanding of PR, the ability to develop and implement PR strategies, career advancement opportunities, and the satisfaction of contributing to organizational success.

Who Should Attend

This course is suitable for top management, investors, marketing and sales professionals, human resources personnel, content creators, PR agency members, and individuals interested in a PR career.

Course Outline

Public Relations Strategy and Tactics

This course delves into the core elements of Public Relations (PR) and its crucial role in corporate strategy. It will explore various PR techniques, their benefits, and the steps involved in developing and executing successful PR campaigns.

PR Disciplines

This section provides an overview of different PR specializations including:

- Media relations
- Community engagement
- Corporate social responsibility
- Government affairs
- Crisis management
- Social media and advertising
- Employee communications
- Integrated marketing communication

Advantages of Effective PR

This section highlights the positive impact of strong PR such as:

- Attracting investors and clients
- Building a talented workforce
- Enhancing reputation
- Improving online visibility

Building a Successful PR Strategy

This section outlines the key components of a comprehensive:

- PR strategy
- Covering internal and external communication
- Media management
- Community engagement
- Crisis preparedness
- Event planning

Proven PR Tactics

This section explores effective PR approaches including:

- Media partnerships
- Influencer collaborations
- Market research
- Technology utilization
- Online reputation management
- Social responsibility initiatives

Mastering Media Relations

This section focuses on strategies for successful media relations such as:

- Setting clear objectives
- Generating newsworthy content
- Creating media materials

- Maintaining strong media relationships

Developing a Corporate Communications Strategy

This section outlines the steps for creating an effective corporate communication plan including:

- Internal and external analysis
- Identifying key issues
- Stakeholder engagement
- Priority setting
- Strategy finalization

Adapting PR to Local Context

This section emphasizes the importance of tailoring PR efforts to local audiences including:

- Storytelling
- Visual communication
- Building local connections

PR Challenges

This section discusses the challenges inherent in PR such as:

- Limited control over messaging
- Unpredictable outcomes
- Difficulty in measuring results

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Registration Form

Public Relations Strategy and Tactics

Preferred dates: ..... Venue or online: .....

Duration: 5 days Language: .....

Please complete and email this form to us, or register online. We confirm your place and send the invoice within one working day.

Delegate information

Full name (Mr / Ms / Dr / Eng): .....

Position: ..... Telephone / mobile: .....

Official email: ..... Personal email: .....

Company information

Company name: .....

Address: .....

City / country: ..... VAT / tax number: .....

Person responsible for training & development

Full name (Mr / Ms / Dr / Eng): .....

Position: ..... Telephone / mobile: .....

Email: .....

Payment

☐ Please invoice me ☐ Please invoice my company

Signature: ..... Date: .....

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Register online
Open the course page