



Public Relations & Media Skills

Date	Venues	(\$Fees	Book your seat
10 Mar -14 Mar 2024	Cairo	2900	Register Now

Course Overview

This course will provide analyze and assess to the latest public relations concepts and strategies in a variety of contexts. Appraise certain public relations techniques and approaches appropriately geared to the working environment of Arab institutions.

Course Objective

- Analyze and assess the latest public relations concepts and strategies in a variety of contexts.
- Appraise certain public relations techniques and approaches appropriately geared to the working environment of Arab institutions.
- Practice key public relations skills relating to verbal and written communication, as well as editorial, layout and production techniques.

Who Should Attend?

Public relations officers and other key personnel in the organization whose work involves contact and interaction with the internal/ external public, particularly managers and supervisors in the areas of personnel, marketing, sales, training and administration.

Course Outline

- Public Relations
- Public Relations and Communication
- Public Relations Responsibilities
- Key Public Relations Skills
- Presentation Skills and Techniques
- The Public Relations Promotional Role..

Training Methodology

- Presentation & Slides
- Audio Visual Aids
- Interactive Discussion
- Participatory Exercise
- Action Learning
- Class Activities
- Case Studies
- Workshops
- Simulation

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