



## Public Relations & Media Skills

| Date                | Venues | (\$Fees | Book your seat               |
|---------------------|--------|---------|------------------------------|
| 14 Apr -18 Apr 2024 | Cairo  | 2900    | <a href="#">Register Now</a> |

### 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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