



SM118:

Public Relations & Media Handling: Building Reputation, Managing Communications & Engaging the Media Effectively

Training Description:

Public Relations (PR) and Media Handling play a vital role in shaping an organization's reputation, strengthening stakeholder relationships, and effectively communicating key messages during both routine operations and critical situations. In today's fast-paced digital and traditional media environment, organizations require professionals who can confidently engage with journalists, manage corporate communications, respond to public inquiries and protect the organization's image.

This comprehensive training course equips participants with the practical knowledge and professional skills needed to develop successful public relations strategies, manage media interactions, prepare compelling communication materials and respond effectively during crises. Participants will gain hands-on experience through media simulations, press conference exercises, interview practice and case studies from both the public and private sectors.

The training course combines strategic communication principles with practical media engagement techniques, enabling participants to represent their organizations professionally while maintaining credibility, transparency and public trust.

Training Objectives:

By the end of the training, participants will be able to:

- ✓ Understand the principles and strategic role of public relations
- ✓ Develop effective internal and external communication strategies
- ✓ Build and maintain positive relationships with media organizations
- ✓ Prepare professional press releases, speeches and media statements
- ✓ Handle television, radio, print and online media interviews confidently
- ✓ Develop communication plans for organizational campaigns
- ✓ Apply crisis communication principles during emergencies
- ✓ Manage reputation through proactive communication
- ✓ Utilize digital media and social media for public engagement
- ✓ Measure and evaluate the effectiveness of PR campaigns

Training Designed for:

This training course is intended for Public Relations Officers, Corporate Communications Professionals, Media Relations Officers, Government Information Officers, Communications Managers, Marketing & Branding Professionals, Corporate Affairs Personnel, Customer Relations Managers, Executive Assistants, Spokespersons, Project Managers, Human Resource Managers, Senior Executives, Department Heads and Anyone responsible for communicating with stakeholders or the public.

Training Requirement:

"Hand's on practical sessions, equipment and software will be applied during the course if required and as per the client's request."

Contents can be adapted to your specific wishes. It is therefore possible to focus on specific modules of the training course as per client's learning needs and objectives. Further, it should be forwarded to us a month prior to the course dates.

Training Program:

DAY ONE:

FOUNDATIONS OF PUBLIC RELATIONS & CORPORATE COMMUNICATION

- ❖ **Module 1: Understanding Public Relations**
 - Definition and evolution of public relations
 - Strategic importance of PR
 - Functions of public relations
 - PR versus marketing and advertising
 - Corporate reputation management
 - Ethics in public relations
- ❖ **Exercise:**
 - Assessing organizational communication strengths and weaknesses
- ❖ **Module 2: Corporate Communication Framework**
 - Internal communication
 - External communication
 - Stakeholder communication
 - Government relations
 - Community engagement
 - Investor communication
- ❖ **Exercise**
 - Mapping organizational stakeholders
- ❖ **Module 3: Developing Communication Strategies**
 - Communication objectives
 - Audience analysis
 - Message development
 - Selecting communication channels
 - Communication planning
- ❖ **Activity**
 - Designing a corporate communication strategy
- ❖ **Module 4: Public Relations Planning**
 - PR campaign development
 - Budget planning
 - Event planning
 - Corporate branding alignment
 - Measuring campaign success

DAY TWO:

MEDIA RELATIONS & PRESS COMMUNICATION

- ❖ **Module 1: Understanding the Media Landscape**
 - Traditional media
 - Broadcast media
 - Digital media
 - Online journalism
 - Social media influence

- News cycles
- ❖ **Module 2: Building Strong Media Relationships**
 - Working with journalists
 - Media etiquette
 - Building credibility
 - Establishing media contacts
 - Maintaining professional relationships
- ❖ **Workshop**
 - Developing a media contact database
- ❖ **Module 3: Writing for the Media**

Participants learn how to prepare:

 - Press releases
 - Media advisories
 - Public statements
 - Feature stories
 - Opinion articles
 - Executive speeches
 - FAQs
 - Backgrounders
- ❖ **Exercises:**
 - Writing and reviewing a professional press release
 - Conducting a mock press conference
- ❖ **Module 4: Organizing Press Events**
 - Press conferences
 - Media briefings
 - Product launches
 - Public announcements
 - Interview scheduling
 - Press kits

DAY THREE:

MEDIA HANDLING & PUBLIC SPEAKING

- ❖ **Module 1: Preparing for Media Interviews**
 - Interview preparation
 - Key message development
 - Anticipating difficult questions
 - Staying on message
 - Body language
 - Voice control
- ❖ **Module 2: Television, Radio & Online Interviews**
 - Live interviews
 - Recorded interviews
 - Virtual interviews
 - Podcast appearances
 - Webinars
 - News panels

- ❖ **Practice Session**
 - Individual interview coaching
- ❖ **Module 3: Effective Public Speaking**
 - Speech organization
 - Storytelling techniques
 - Audience engagement
 - Persuasive communication
 - Executive presentations
- ❖ **Module 4: Handling Difficult Questions**
 - Managing hostile interviews
 - Responding under pressure
 - Correcting misinformation
 - Avoiding communication pitfalls
- ❖ **Role Play**
 - High-pressure media interview simulation

DAY FOUR:

CRISIS COMMUNICATION & REPUTATION MANAGEMENT

- ❖ **Module 1: Crisis Communication Fundamentals**
 - Types of organizational crises
 - Crisis communication principles
 - Crisis communication team
 - Roles and responsibilities
- ❖ **Module 2: Developing Crisis Communication Plans**
 - Risk assessment
 - Crisis communication protocols
 - Emergency messaging
 - Internal communication during crises
 - External stakeholder communication
- ❖ **Workshop:**
 - Creating a crisis communication plan
- ❖ **Module 3: Managing Organizational Reputation**
 - Reputation risk
 - Brand protection
 - Public trust
 - Transparency
 - Corporate accountability
- ❖ **Module 4: Social Media Crisis Management**
 - Responding to online criticism
 - Managing viral content
 - Monitoring public sentiment
 - Digital reputation management
- ❖ **Case Study:**
 - Analysis of successful and unsuccessful crisis communication responses

DAY FIVE:

DIGITAL PR, STRATEGIC CAMPAIGNS & PERFORMANCE EVALUATION

❖ **Module 1: Digital Public Relations**

- Online reputation management
- Social media engagement
- Influencer relations
- Digital storytelling
- Multimedia content

❖ **Module 2: Strategic PR Campaign Development**

Participants develop:

- Campaign objectives
- Target audiences
- Communication messages
- Media strategy
- Digital strategy
- Timeline
- Budget
- Success indicators

❖ **Workshop:**

- *Designing a comprehensive PR campaign*

❖ **Module 3: Measuring PR Effectiveness**

- Media monitoring
- Media coverage analysis
- Sentiment analysis
- Public perception surveys
- Key Performance Indicators (KPIs)
- Return on Investment (ROI)

❖ **Module 4: Capstone Simulation**

Participants work in teams to respond to a realistic communication scenario involving:

- Media inquiries
- Press conference preparation
- Crisis response
- Social media engagement
- Stakeholder communication
- Executive briefing

❖ **Each team presents its communication strategy and receives facilitator feedback.**

❖ **Course Conclusion**

❖ **POST-ASSESSMENT and EVALUATION**

Training Methodology:

- Instructor-led presentations
- Real-world case studies
- Individual coaching
- Media interview simulations
- Press conference role plays
- Crisis communication exercises
- Video-recorded presentation practice
- Team workshops

- Practical writing exercises
- Peer feedback sessions

This interactive training course includes the following training methodologies as a percentage of the total tuition hours:

- 30% Lectures, Concepts, Role Play
- 70% Workshops & Work Presentations, Techniques, Based on Case Studies & Practical Exercises, Gamification, Software & General Discussions
- Pre and Post Test

Training Certificate(s):

CMCT Internationally recognized certificate(s) will be issued to each participant who completed the course.

Training Fees:

USD\$ TBA - This rate includes participant's manual, hand-outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Note: The 5% VAT (Value Added Tax), will be effective starting 01st of January 2018 as per the new regulation from the UAE Government. The VAT applies for all quotation both for local and abroad.

Training Timings:

Daily Timings:

07:45 - 08:00	Morning Coffee / Tea
08:00 - 10:00	First Session
10:00 - 10:20	Recess (Coffee/Tea/Snacks)
10:20 - 12:20	Second Session
12:20 - 13:00	Recess (Prayer Break & Lunch)
13:00 - 14:00	Last Session

For training registrations or in-house enquiries, please contact:

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