



Strategic Communication and Public Relations

Course Venue: UK - London

Course Date: From 20/04/2026 To 24/04/2026

Course Fees: 4950 GBP

Introduction

This course encourages you to draw on your organisation's strengths, challenges, and past experiences to shape its identity and guide the direction of its services or brand. Through the creation of impactful public relations campaigns, you'll learn how to support overall business goals by strengthening stakeholder relationships, engaging with the media, organising events, and enhancing internal communications. In this programme, you will learn about:

- Develop effective strategies to tackle ongoing public relations challenges and respond to crises appropriately.
- Establish a structured PR system that includes clear reporting methods and corrective measures to identify and address issues.

- Apply global best practices in public relations, grounded in ethical principles, transparency, and corporate social responsibility.
- Put your learning into action by creating and executing a practical action plan within your organisation.

objectives

- Equip participants with crisis management skills
- Develop a comprehensive PR framework
- Formulate impactful PR campaigns
- Teach best practices for media coverage
- Understand CSR implications in PR
- Enable actionable plan creation and implementation
- Foster skills in building strategic alliances

Contents

Day One

Crisis and Issue Management

- Indicators of a Crisis
- Handling the Crisis
- Managing Issues and Setting Priorities
- Conflict Resolution

Day Two

Public Relations Planning – Tools and Methodology

- Effective Strategies for Media Coverage
- Creating Press Releases and Pitches for Editors
- Analysing the Brand's Media Environment
- Evaluating PR Return on Investment (RoI)

Day Three

Ethical Framework of Public Relations

- Ethics and Accountability in Public Relations
- Best Practices for Handling Complaints and Recovery
- Maintaining Integrity Through PR Insights

- The Role of Corporate Social Responsibility in Public Relations

Day Four

Public Relations and Publicity Generation

- Strategies for Enhancing Media Exposure
- Creating Strategic Partnerships
- Advice for Achieving Media Success

Day Five

Course Review

- Overview and review of main learning goals
- Developing an Action Plan