MERCURY

Certified Public Relations Specialist Training Course

22 – 26 February 2027
Washington DC (USA)



Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
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Ref: 5037_1052508 **Date:** 22 – 26 February 2027 **Location:** Washington DC (USA) **Fees:** 8300 Euro

Introduction

This comprehensive public relations certificate course delves into the essential strategies required for effective planning and management in public relations. Participants will master methods for achieving measurable results that resonate with senior management and directly contribute to the success of an organization by bolstering its reputation and fortifying its relationships.

This certified public relations specialist training course will begin with the fundamentals of PR and equip future marketing and public relations specialists with skills for navigating complex situations, delivering effective plans, and earning the confidence of leadership teams.

With a growing need for qualified professionals in the field of public relations, certifications for public relations have become highly sought after. This public relations certificate course, in particular, facilitates participants in meeting the public relations specialist education requirements necessary for succeeding in this dynamic industry. Upon completion, individuals will be well-equipped with the public relations skills essential to excel as specialists.

Targeted Groups

The certificate course in public relations is tailored for Managers, Supervisors, and seasoned Public Relations Practitioners, along with Senior Staff who oversee communications with internal and external stakeholders. This public relations certificate course includes individuals leading teams in Human Resources, Marketing, Sales, Training, and various Management capacities.

Course Objectives

By the end of this public relations specialist training, participants will:

- Understand the functions of PR in today's variable landscape.
- The devising and managing of a public relations program reflect the core duties of PR professionals.
- Apply essential communication skills for public relations tasks.
- Recognize the impact of public relations on the image and reputation of an organization.
- Gain a profound understanding of communicating internally and externally with the public effectively.
- Organize and execute a successful press conference.

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Targeted Competencies

In the certified public relations specialist training course, attendees will develop the following skills:

- Strategic planning, organizing, and leadership.
- Monitoring and evaluation methods.
- Proficiency in written communication.
- Expertise in verbal communication.
- Media and public relations techniques.
- Relationship-building and networking.
- Providing and assimilating constructive feedback.

Course Content

Unit 1: PR in a Changing Environment

- Historical perspective on the emergence and development of public relations.
- Defining public relations.
- Define the scope of public relations.
- Establishing objectives for PR strategies.
- Guidelines for PR specialists to navigate evolving landscapes.
- Crafting effective public relations campaigns.
- The emerging roles and fresh perspectives in public relations.
- The integral role of PR in sculpting and maintaining an institution's image and reputation.

Unit 2: Public Relations Jobs

- Fundamental management principles.
- Planning and organizing PR initiatives.
- Leadership and oversight of PR projects.
- Critical elements of triumphant PR planning.
- Essential traits for a successful PR specialist.
- The role of PR within an institution.
- Duties and responsibilities of PR specialists.

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Unit 3: Public Relations and Communication

- Communication tactics for internal and external public engagement.
- Crucial elements of communication.
- Understanding the reach and influence of messages.
- What constitutes effective communication in PR?
- Roles of communication within public relations.
- Strategies for overcoming barriers to communication.
- The impact of nonverbal cues.
- Enhancing PR specialist's communication abilities.

Unit 4: The Role of PR Specialist in Dealing with The Public Inside and Outside The Institution

- Insights into navigating difficult personalities.
- Strategies for managing challenging interactions.

Unit 5: Verbal Communication Skills

- Diverse forms of verbal communication.
- Preparation techniques for presentations and speeches.
- Hands-on presentation and speech practice.
- Developing verbal and nonverbal communication proficiency in presentations.

Unit 6: Written Communication Skills

- Various styles of written communication.
- Basics of effective writing.
- Selecting appropriate written communication channels.
- Crafting impactful press releases.
- Composing and distributing newsletters.
- Designing and producing informative brochures.
- Writing articles for publication in magazines.

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Unit 7: Press Conferences

- Definition of the press conference.
- Why is a press conference held?
- How to prepare and hold a press conference?
- How to prepare a press release?
- Build good relations with the media.
- Understand the principles of dealing with the media when crises occur.