MERCURY

Modern Global Trends in Public Relations and Corporate Communication

4 – 15 January 2027
London (UK)



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Ref: 15433_1081300 **Date:** 4 – 15 January 2027 **Location:** London (UK) **Fees:** 9500 Euro

Introduction:

The increasing number of employees in modern institutions has led to a heightened focus on internal communication processes. These employees represent the organization to various public groups and speak on its behalf. Unless public relations are important in maintaining an effective communication system, individuals will not represent their institution well.

A link is established between an individual's information about the institution they belong to and their level of interest and pride in occasionally explaining our goals and policies. The Public Relations department within the organization achieves this by building strong internal communications.

The dynamic landscape of public relations and corporate communication trends demands that professionals stay abreast of the latest developments. Future trends in public relations suggest integrating digital technology, storytelling, and immersive experiences into communications strategies.

In this future trends in public relations and corporate communication course, participants will delve into these progressive trends, exploring how public relations and corporate communication efforts are increasingly intertwined and how a master's in public relations and corporate communications can elevate their strategic approach.

Recognizing the difference between corporate communication and public relations and their similarities will empower participants to harness the full spectrum of these disciplines. It will guide practitioners in understanding the critical role of corporate communication in public relations, enabling them to craft messages that resonate in today's connected world.

Targeted Groups:

- Public Relations Managers and Communication Managers.
- Diplomats.
- Business professionals looking to enhance their skills in event management.
- Specialists in corporate communication management.

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Course Objectives:

At the end of this Future Trends in Public Relations and Corporate Communication course, the participants will be able to:

- Comprehensive and Modern Concepts of Public Relations Management.
- Research on Public Relations and its Various Applications.
- Contemporary Trends in Content Analysis and its Applications in Public Relations and Media.
- Identify Responsibilities and New Functions for Public Relations and Media Agencies.
- Understand the Relationship between Protocol, Public Relations, and Media Activities.
- Train on Integrating Public Relations with the Technical and Administrative Competence of the Organization.
- Train on Modern Methods of Organizing Public Relations.
- Develop Public Relations Strategy and Media Planning for the Organization.
- Train on Comprehensive Strategic Planning for Public Relations and Media in Your Institution.
- Plan Trends in Public Relations and Media Production.
- Artistic Production of Print Media Materials.
- Design and Art Direction for Print Media.
- Production of Media Content for Radio and Television.
- Evaluate of Media Production in Public Relations.
- Innovative Thinking in Public Relations and Media.
- Communicate Technologies and Their Impact on Public Relations and Media.
- Public Relations Image - Formation, Change, and Integration.
- The Social Responsibility of Public Relations Activities.
- Specifications for Professionals in the Field of Public Relations.
- Train in the Field of Public Relations and Media.
- Crisis Management in Public Relations and Media.
- Media Coverage of Important Events.

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Targeted Competencies:

By the end of this Future Trends in Public Relations and Corporate Communication training, the participant's competencies will:

- Strategic Foresight in Public Relations.
- Advanced Crisis Management Techniques.
- Digital Communication Platforms Mastery.
- Data-Driven Decision Making.
- Ethical and Inclusive Communication Practices.
- Influencer and Media Relations Strategies.
- Integration of Artificial Intelligence in Communication.
- Adaptive Brand Management.
- Emerging Trends in Social Media Analytics.
- Cross-Cultural Communication Skills.

Course Content:

Unit 1: The Concept of Public Relations and Its Role in the Institution:

- Administrative and philosophical concepts of public relations and advertising.
- Qualities of a successful public relations and media man.
- Responsibilities and functions of public relations and advertising.
- Advantages of the modern organization of public relations and media.

Unit 2: Characteristics of a Successful Public Relations and Media Manager:

- Ability to deal effectively with managers.
- The ability to deal with complex problems in relationships.
- The ability to convince and face the media crisis.
- Ability to plan media/public relations programs.

Unit 3: Etiquette and Protocol in Public Relations:

- The concept of etiquette, ritual, and protocol.
- Technology for managing meetings and protocols at banquets, parties, and car rides.
- The art of etiquette and human communication.
- Methods of Constructive Criticism Etiquette.

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Unit 4: Management and Planning of Media and Advertising Campaigns:

- The latest concepts of public relations campaigns and steps to implement them.
- Planning and running public relations campaigns.
- Types of PR program planning.
- Basics and stages of evaluating public relations campaigns.

Unit 5: Public Relations/Media Correspondence:

- Run and direct seminars and press conferences.
- Managing TV Debates, Radio, and Press Interviews UK Curriculum.
- Managing public relations and media operations via the Internet.
- How to effectively manage a media crisis Organizational practices.

Unit 6: Public Relations and Media Strategic Plan:

- Benefits of strategic planning for public relations and media.
- Planning public relations and media inputs.
- Public relations and strategic planning for the media, steps, and elements.
- The role of public relations and media strategy planning.
- Rules of successful public relations and media strategic planning.

Unit 7: The Relationship Between the Communication Skills of Media Workers and the Skills of the Target Audience:

- Skills in managing the performance of media professionals in the media field.
- Rules for increasing the effectiveness of media messages.

Unit 8: Factors Affecting the Effectiveness of Media Use:

- Media skills are required to deal with the media.
- How to determine the influence you need in the media arena.
- Skills in evaluating media performance sequentially.

Unit 9: Rules Governing the Production of Media Materials:

- Basic skills of terrain elements.
- Print design and production skills.

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Unit 10: Rules Governing the Production of Audiovisual Media Materials:

- Elements of competition and exclusivity of audio and video media.
- Factors that increase the effectiveness of different radio formats.
- Conditions that must be met in effective audiovisual production.

Unit 11: Effective Skills to Influence Public Opinion:

- The main factor determining the presence or absence of public opinion.
- Factors affecting the formation of public opinion.
- Media skills influence public opinion strategy.

Unit 12: Use of Information Technology in Public Relations and Corporate Communication:

- Information technology efficiency and its role in improving public relations and institutional communication.
- Information networks - opportunities and threats.
- Principles of page design for advertising on international information networks.
- Preparing a public relations database.
- Information technology efficiency and its role in improving public relations.
- Designing a public relations page for an international information network.