MERCURY

PR & Communication for Hospitals Training Course

7 – 11 November 2027
Cairo (Egypt)



Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
Amman - Jordan: +962 79 712 3347

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Ref: 7045_1082949 **Date:** 7 – 11 November 2027 **Location:** Cairo (Egypt) **Fees:** 3500 Euro

Introduction

This hospital PR and communication skills course will take you step-by-step through proven approaches to Public Relations PR planning and management in hospitals and healthcare organizations. By following these steps, PR professionals will achieve results that can be measured and reported back to top management and directly contribute to the organization's success by enhancing its reputation and relationships.

This hospital PR and communication skills course will show you how PR fundamentals are vital to understanding organizational reputation and relationships. Hospital PR professionals often find themselves in challenging, complex, and confusing situations.

Therefore, attending this hospital PR and communication skills course will enable you to develop the skills to present practical and achievable plans that win management's confidence.

Enhancing Hospital Public Relations through Strategic Communication

In the dynamic healthcare field, effective communication strategies are essential for upholding the reputation of hospitals and healthcare institutions. This hospital PR and communication skills course delves into the tactical application of public relations and communications explicitly tailored for the healthcare industry.

Participants in the hospital PR and communication skills course will gain insights into medical communications training and understand the nuances of PR in healthcare, enabling them to navigate the unique challenges of hospital PR with aplomb.

Targeted Groups

- Media Center Professionals are in hospitals and healthcare organizations.
- PR Professionals.

Course Objectives

At the end of this hospital PR and communication skills course, the participants will be able to:

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- List the functions of public relations in a changing environment.
- Plan and organize a PR program by familiarizing themselves with the main functions of a PR professional.
- Practice the critical communication skills and techniques essential for performing their PR duties.
- Implement their know-how to communicate effectively with the internal and external publics of the organization.
- Justify the role of a PR professional in supporting the image and reputation of the organization by becoming proficient in verbal and written communication.
- Prepare and execute a press conference.

Targeted Competencies

In this hospital PR and communication skills course, the target competencies will be able to:

- Plan, organize, and lead.
- Control and evaluate.
- Verbal and non-verbal communication.
- Media handling.
- Build rapport.
- Provide and receive feedback.
- Managing conferences.

Course Content

Unit 1: PR in a Changing Environment

- What is the origin and development of PR?
- Definitions of PR.
- Scope of PR.
- Objectives of PR.
- Guiding principles of PR professionals.
- PR campaigns.
- New roles and perspectives.
- Understand the role of PR in building and supporting the organization's image.
- PR in a hospital environment.

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Unit 2: The Functions of PR

- Management principles.
- Plan and organize the activities of PR.
- Lead and control PR projects.
- Ingredients of successful PR planning.
- Main qualities of PR professionals.
- PR position in the organization.
- PR position in the hospitals.
- Responsibilities of the PR professional.

Unit 3: PR and Communication

- Communicate with the internal and external public.
- Critical components in communication.
- Diffusion and effects of communication.
- What makes effective communicators in PR?
- Communication functions.
- Overcome barriers in communication.
- Non-verbal communication.
- Learn about the communication abilities of PR professionals.

Unit 4: The Role of PR Professionals in Dealing with the Internal and External Public

- Understand difficult personalities.
- Deal with difficult personalities.

Unit 5: Oral Communication Skills

- Kinds of verbal communication
- How do you prepare for a presentation or a speech?
- Rehearse your presentation or speech.
- Verbal and non-verbal skills while presenting.

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Unit 6: Written Communication Skills

- Write for the eye and ear.
- Fundamentals of writing.
- Write communication media.
- Prepare a press release.
- Write and produce newsletters.
- Design and produce brochures.
- Prepare articles for magazines.

Unit 7: Press Conferences

- Define a press conference.
- Learn about reasons to hold a press conference.
- Conduct a press conference.
- Prepare a media and press kit.
- Build good relations with the media.
- What are the Principles of dealing with the press during a crisis?