MERCURY

Building Effective Media Relations Training Course

12 – 16 April 2027
Geneva (Switzerland)



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Ref: 5035_283835 **Date:** 12 – 16 April 2027 **Location:** Geneva (Switzerland) **Fees:** 6500 Euro

Introduction

In today's society, public relations professionals are employed in various settings in business, government, and nonprofit organizations. An effective media relations course aims to hone your skills in managing and implementing public relations media strategies and deepen your understanding of how media and public relations interact.

This building practical media relations course will guide you through the appropriate communication channels, explaining techniques to make these tools work to your advantage. The Building Effective Media Relations course will also cover different writing styles relevant to various media channels and how to address diverse audience types effectively.

In addition to the structured content and units provided in this practical media relations course, participants will engage in a public relations workshop to practice their newly acquired skills. Through realistic simulations and role-playing exercises, attendees will fine-tune their media relations strategies and techniques, ensuring they are well-prepared for the demands of real-world encounters with the press and other media outlets.

With a focus on hands-on experience, this media relations workshop component is crucial in solidifying participants' understanding of the public relations media strategy course's teachings and building effective media relations.

Targeted Groups

- Public relations officers and other critical organizational personnel, particularly PR Managers.
- PR Professionals.
- Managers and Supervisors in personnel, marketing, sales, training, and administration.
- Managers and employees involved in media activities will also benefit from this course.

Course Objectives

By the end of this media relations training course, participants will be able to:

- Handle media relations strategies in both favorable and unfavorable times.
- Manage the organization's publicity, public image, and publications effectively.
- Understand the impact of media and the different types that exist.
- Identify best practices for conducting press releases, press conferences, and other media relations programs and events.

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Targeted Competencies

Upon the end of this media relations training course, the participants will be able to improve the following:

- Verbal and non-verbal communication.
- Presentation skills.
- Influencing.
- Evaluating.
- Decision making.
- Public speaking.

Course Content

Unit 1: Public Relations and Communication

- Public relations and its primary function in building effective media relations.
- Planned and implemented public relations media strategy campaigns.
- Theories of communication and their application in media public relations.
- Understanding the nature of mass communication.
- Strategies for spreading the corporate message through effective media.

Unit 2: Differences Between Marketing and PR

- Identifying the significant differences between advertising and public relations.
- Building integrated publicity models within an effective public relations and media strategy.
- Utilizing PR tools and techniques within marketing efforts.

Unit 3: Media Relations Strategies

- Definitions and types of media relevant to media public relations.
- The history and impact of propaganda in media relations.
- Examining the ethical standards of global media and their relation to media relations strategy.
- Properly engaging with diverse media outlets to enhance public relations media strategy.
- Creating and managing effective media lists for targeted communications.

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Unit 4: Audience and Public Opinion

- Determining the critical audience for an organization's media public relations efforts.
- Tailoring and prioritizing messages for each targeted audience within your media relations strategy.
- Choosing the ideal media outlet for impactful communication with targeted audiences.
- Techniques for measuring public opinion and its influence on media relations strategies.
- Methods for issue management and strategy to shift public opinion.

Unit 5: Essential Practices for a PR Representative in Media Relations

- How do you create newsworthy stories that enhance media public relations?
- Handling media relations training during times of crisis.
- Fundamental elements of a successful press release and the influential media strategies behind them.
- Mastering the art of writing succinct and impactful press releases within a media relations course outline.
- Prepare for and execute press conferences with effective public speaking techniques.