



شهادة مدير علاقات عامة معتمد

certified Public Relations Manager
(CPRM)

متوفر
باللغة
العربية



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❖ Introduction

This course was designed to help you, step-by-step, learn about the best approaches to planning and managing public relations. By following these steps, PR professionals will be able to achieve results that can be measured and reported to top management, and directly contribute to the success of the organization by enhancing its reputation and improving its relationships. This course introduces the basics of public relations, and how professional and diplomatic dealing help you understand relationships. Public relations specialists may be exposed to difficult and confusing situations, thus this course will enable you to develop the skills needed to present practical and achievable plans and gain managements confidence





❖ Aims:

❖ At the end of the program, participants should be able to:

- Describe public relations functions in a changing environment.
- Plan and organize a public relations program by reviewing the main functions of the public relations profession.
- Exercise basic communication skills necessary to perform public relations responsibilities.
- Define the role of public relations in supporting the image and reputation of the institution.
- Demonstrate a deeper understanding of the foundations of effective communication with the public inside and outside the organization
- Plan and implement a press conference





❖ Contents:

- Public relations in a changing environment
- The emergence and development of public relations
- Definition of public relations
- Defining the scope of public relations
- The goals of public relations
- Guidance for a public relations specialist
- Public relations campaigns
- Public relations roles and new perspectives
- The role of public relations in building and supporting the image and reputation of the institution





❖ public relations jobs

- Administrative principles
- Plan and organize public relations activities
- Lead and monitor public relations projects
- Elements of successful public relations planning
- The basic characteristics of public relations specialists
- Public relations function in the institution
- Responsibilities of a public relations specialist





❖ Public Relations and Communication

- Communicating with the public inside and outside the institution
- The main elements of communication
- Spread and effects
- What makes communication effective in public relations
- Communication functions
- Overcoming communication barriers
- Non-verbal communication
- The ability of a public relations specialist to communicate





❖ The role of the public relations specialist in dealing with the public inside and outside the institution

- Understanding difficult personalities
- Dealing with difficult personalities
- ❖ **Written communication skills**
 - Types of written communication.
 - Writing basics.
 - Written means of communication.
 - Preparing the press release.
 - Writing and producing newsletters.
 - Design and production of brochures.
 - Preparing articles for fields.
- ❖ **Verbal communication skills**
 - Types of verbal communication.
 - How to prepare a presentation (speech.)
 - Rehearsing the presentation (the speech.)
 - Verbal and nonverbal communication skills when making a presentation.



❖ **Press conferences**

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

❖ **Participants**

- Managers, supervisors and workers in the field of public relations.
- Senior employees whose responsibilities require communication and interaction with both internal and external audiences, especially supervisors in the areas of personnel affairs, marketing, sales, training and administration.

