Strategizing Effective Communication and Public Relations Training Course



16 - 20 Nov 2026

Lisbon

4500 € (Per Person)

Ref: #AIR5633_71384

Course Introduction / Overview:

This comprehensive training course provides a deep dive into the intertwined worlds of effective communication and modern public relations. Participants will gain a holistic understanding of how-to craft, deliver, and manage messages that resonate with diverse audiences, building and maintaining a positive organizational image. The program goes beyond simple techniques, exploring the theoretical underpinnings of communication as a strategic function. It draws on foundational concepts from academics like James E Grunig, whose work in public relations theory has significantly shaped the field, and from influential books such as "The New Rules of Marketing and PR" by David Meerman Scott. BIG BEN Training Center has designed this course to equip professionals with the skills needed to navigate today's complex media landscape, from traditional outlets to the dynamic digital sphere. We will explore the principles of ethical communication, crisis management, and stakeholder engagement. By the end, participants will have a comprehensive toolkit for developing and implementing communication strategies that are not only clear and compelling but also aligned with their organization's overall goals.

Target Audience / This training course is suitable for:

- Public relations managers and specialists.
- Corporate communications professionals.
- Marketing and brand managers.
- Spokespeople and media relations officers.
- Customer service and client-facing staff.
- Human resources and internal communications teams.
- Entrepreneurs and small business owners.
- Anyone seeking to enhance their professional influence and communication skills.

Target Sectors and Industries:

- Government agencies and public sector organizations.
- Non-profit and non-governmental organizations.
- Technology and software companies.
- Healthcare and pharmaceutical industries.
- Financial services and banking.
- Retail and e-commerce.
- Hospitality and tourism.
- Educational institutions.
- Manufacturing and engineering.

Target Organizations Departments:

- Corporate Communications.
- Public Relations.
- Marketing and Branding.
- Human Resources.
- Investor Relations.
- Customer Relations.
- Public Affairs.
- Sales.
- Government Relations.

Course Offerings:

By the end of this course, the participants will have to be able to:

- Develop and implement a comprehensive public relations strategy.
- Master the art of crafting persuasive and clear messages for various platforms.
- Effectively manage media relations and engage with journalists.
- Analyze and interpret public opinion to inform communication efforts.
- Handle communication during a crisis with poise and strategic forethought.
- Build and maintain strong relationships with key stakeholders.
- Create compelling content that resonates with a target audience.
- Utilize digital channels and social media for effective PR and communication.
- Measure the impact and effectiveness of communication campaigns.

Course Methodology:

This course uses a highly interactive and practical methodology to ensure a deep understanding of the material. The approach moves from foundational knowledge to hands-on application, with a focus on real-world scenarios. We will utilize a mix of short, informative lectures, group discussions, and case studies that highlight best practices and common pitfalls in communication and public relations. Participants will engage in dynamic role-playing exercises to practice media interviews and difficult conversations. We will also facilitate workshops on crafting effective press releases, managing a social media presence, and building a professional network. This hands-on experience, coupled with immediate feedback from the instructors and peers, is designed to build confidence and practical skills. BIG BEN Training Center believes that learning is a collaborative process, so we will also dedicate time to peer-to-peer learning and open forums for questions and insights, allowing for a personalized and effective training experience for everyone.

Course Agenda (Course Units):

Unit One: Foundations of Public Relations and Communication

- Defining public relations in the modern context.
- The strategic role of communication in organizations.
- Understanding different types of communication, from verbal to non-verbal.
- The importance of ethics and transparency in PR.
- Identifying and engaging with key publics and stakeholders.
- Building a strong corporate image and brand reputation.
- Conducting a communication audit and situational analysis.

Unit Two: Media Relations and Content Creation

- Crafting compelling narratives and media pitches.
- Writing effective press releases and media kits.
- Building and maintaining relationships with journalists and media outlets.
- Preparing for and mastering media interviews.
- Leveraging digital platforms for media outreach.
- Creating high-impact content for blogs, websites, and social media.
- Understanding the news cycle and timing your communications.

Unit Three: Internal Communication and Crisis Management

- Developing an internal communication strategy.
- Fostering employee engagement and a positive work culture.
- Communicating organizational change and difficult news.
- Anticipating and preparing for potential crises.
- Implementing a crisis communication plan.
- Managing reputation in real-time during a crisis.
- Post-crisis recovery and learning from the experience.

Unit Four: Digital PR and Social Media Strategy

- Creating a strategic social media presence.
- Engaging with online communities and influencers.
- Monitoring online conversations and managing brand mentions.
- Dealing with negative comments and online criticism.
- Using social media for crisis communication.
- Analyzing social media metrics and ROI.
- Understanding the nuances of different social platforms.

Unit Five: Persuasion, Influence, and Measuring Success

- The psychology of persuasion and audience influence.
- Negotiating and resolving conflicts through communication.
- Effective public speaking and presentation skills.
- Measuring the impact of PR campaigns and communication efforts.
- Setting key performance indicators for communication goals.
- Using data and analytics to prove the value of PR.
- Continuous improvement and professional development in the field.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How does a deeper understanding of audience psychology transform a public relations professional from a message sender into a trusted advisor?

What unique qualities does this course offer compared to other courses?

This training course stands out by its unique integration of communication theory with hands-on public relations practice. We move beyond a simple list of tips and tricks to a strategic framework for thinking about communication as a fundamental part of an organization's success. The program is built on the principle that effective PR is not about manipulation or spin, but about building authentic relationships and earning trust. We focus on real-world case studies that show both triumphs and failures in corporate communication, giving participants a realistic view of the challenges, they will face. The course material is constantly updated to reflect the latest trends in digital and social media, ensuring the skills you learn are relevant and impactful right now. The instructors at BIG BEN Training Center are not just academics; they are industry veterans who bring a wealth of practical experience to the classroom. This blend of scholarly insight and professional know-how is what truly sets this training apart. It’s an immersive experience designed to build not only your technical skills but also your confidence and strategic mindset, preparing you to lead your organization's communication efforts with integrity and expertise.