Strategic Media Relations and Public Relations for Entertainment Professionals Training Course



16 - 20 Nov 2026

Vienna

5800 € (Per Person)

Ref: #EL8711_74393

Course Introduction / Overview:

This comprehensive training course is designed to provide professionals with the strategic and practical skills needed to manage media relations and public relations within the dynamic entertainment industry. It goes beyond the basics of writing a press release, focusing on a holistic approach to brand building, reputation management, and crisis communication. The curriculum is informed by both academic theory and real-world practice, drawing on key principles outlined in "Public Relations: The Profession and the Practice" by Otis Baskin, Craig Aron off, and Dan Lattimore. This foundational text provides a framework for understanding public relations as a strategic management function. Participants will learn how to craft compelling narratives, cultivate relationships with journalists and influencers, and navigate the unique challenges of promoting creative work and talent. BIG BEN Training Center has developed this program to be highly interactive, using case studies of successful publicity campaigns and notable PR crises. The training emphasizes a proactive and ethical approach to communication, ensuring that professionals can build and protect their personal brands and the reputation of their organizations in the public eye.

Target Audience / This training course is suitable for:

- Public relations and communications professionals.
- Talent agents and managers.
- Artists, musicians, and filmmakers.
- Studio and production company executives.
- Marketing and branding specialists.
- Event and festival organizers.
- Digital content creators and influencers.

Target Sectors and Industries:

- Film and television.
- Music and recording.
- Theatre and live performance.
- Digital media and content creation.
- Talent management and agencies.
- Publishing.
- Government agencies and equivalents.

Target Organizations Departments:

- Public relations and communications.
- Marketing and branding.
- Artist and talent management.
- Business affairs.
- Production and distribution.
- Corporate social responsibility (CSR).
- Community relations.

Course Offerings:

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

- Develop a strategic public relations plan for a creative project or talent.
- Craft compelling press releases, media kits, and pitch letters.
- Cultivate strong, ethical relationships with journalists and media outlets.
- Manage and mitigate a public relations crisis with a strategic response.
- Leverage social media and digital platforms for effective communication.
- Measure the impact and return on investment (ROI) of PR campaigns.
- Navigate the legal and ethical considerations of public communication.

Course Methodology:

This training course employs a hands-on, scenario-based methodology to provide a practical and deep understanding of media relations and public relations. The program combines expert-led sessions with a series of mock exercises where participants will be challenged to respond to a PR crisis, pitch a story to a journalist, and develop a strategic communication plan for a new project launch. The curriculum is designed to simulate a real-world communication environment, with exercises that include writing a press release, conducting a mock interview, and creating a social media campaign calendar. BIG BEN Training Center has structured the course to include a significant amount of group work and peer feedback, allowing participants to learn from each other's experiences and insights. The training also features workshops on digital tools and platforms, ensuring that professionals are equipped with the skills needed to navigate the modern media landscape. This practical and dynamic approach prepares participants to confidently manage communication challenges in the entertainment industry.

Course Agenda (Course Units):

Unit One: The Foundations of Public Relations

- The role of PR in the entertainment ecosystem.
- Understanding earned, owned, and paid media.
- Developing a strategic communication plan.
- Identifying and defining your target audience.
- Creating a powerful brand narrative.
- The importance of ethics in PR.
- Case studies in successful campaigns.

Unit Two: Mastering Media Relations

- Building and maintaining relationships with journalists.
- The art of the pitch: crafting compelling stories.
- Writing effective press releases and media kits.
- Preparing for interviews and media appearances.
- Creating and managing a media list.
- Understanding media cycles and deadlines.
- Responding to media inquiries.

Unit Three: Digital and Social Media Strategy

- Leveraging social media for brand building.
- Content strategy for different platforms.
- Engaging with influencers and digital creators.
- Monitoring online reputation.
- Managing negative comments and feedback.
- Utilizing analytics to measure digital impact.
- The role of digital PR in crisis management.

Unit Four: Crisis Communication and Reputation Management

- Identifying potential crisis scenarios.
- Developing a proactive crisis communication plan.
- The importance of quick and transparent response.
- Creating and delivering key messages.
- Managing a crisis on social media.
- Learning from past PR failures.
- Post-crisis recovery and reputation rebuilding.

Unit Five: The Future of Entertainment PR

- Emerging trends in media relations.
- Utilizing data and AI for PR strategy.
- The rise of the citizen journalist.
- Personal branding for entertainment professionals.
- Building a professional network.
- Global and cross-cultural communication.
- Strategic career planning.

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:

In an era of instant digital communication, how does a strategic focus on authenticity and long-term relationship building fundamentally change the effectiveness of a public relations professional?

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

This training course is distinguished by its strategic and industry-specific approach to media relations and public relations. Unlike generic communications programs, this curriculum, developed by BIG BEN Training Center, is tailored to the unique challenges of the entertainment world, from promoting a film to managing a celebrity's public image. The course provides a deep dive into crisis management and reputation building, equipping professionals with the skills to navigate high-stakes situations with confidence. Through its hands-on simulations and case studies, participants will not just learn theory but will also gain practical experience in crafting messages and managing media relationships. The program's focus on digital media and ethical communication ensures that professionals are prepared for the modern landscape, making them invaluable assets to any creative project or organization.