# Navigating PR Compliance and Media Law in Saudi Arabia Training Course

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4100 € (Per Person)

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## Course Introduction / Overview:

In the rapidly evolving media landscape of Saudi Arabia, driven by the ambitious goals of Vision 2030, the need for robust legal and regulatory understanding has never been more critical for communication professionals. This course provides a comprehensive A-to-Z guide on navigating the intricate web of public relations compliance and media law within the Kingdom. It is designed to transform practitioners from being merely reactive to proactive guardians of corporate reputation and legal standing. As noted by media scholar Dr. Philip Seib in works like "The Al Jazeera Effect," the regional media environment is undergoing profound changes, demanding a new level of sophistication from communicators. This program, offered by BIG BEN Training Center, directly addresses this need by demystifying complex topics such as the Anti-Cybercrime Law, content regulations, and intellectual property rights. Participants will gain the strategic foresight to align their PR activities with both legal requirements and ethical best practices, mitigating risks and leveraging a compliant communication strategy as a competitive advantage. This is not just a review of laws; it is a strategic immersion into the legal framework that governs modern public relations in one of the world's most dynamic markets.

## Target Audience / This training course is suitable for:

- Public Relations Managers and Directors.
- Corporate Communications Specialists.
- Legal Advisors and In-house Counsel.
- Marketing and Advertising Professionals.
- Social Media Managers and Digital Content Creators.
- Government Affairs and Public Policy Officers.
- Compliance and Risk Management Officers.
- PR and Communication Agency Executives.
- Business Owners and Entrepreneurs.
- Spokespersons and Media Relations Officers.

## Target Sectors and Industries:

- Media, Entertainment, and Publishing.
- Telecommunications and Technology.
- Banking, Finance, and Insurance.
- Healthcare and Pharmaceuticals.
- Real Estate and Construction.
- Energy, Oil, and Gas.
- Retail and E-commerce.
- Hospitality and Tourism.
- Government Ministries, Authorities, and Public Sector Agencies.
- Professional Services and Consulting Firms.

## Target Organizations Departments:

- Public Relations and Corporate Affairs.
- Legal and Compliance Departments.
- Marketing and Advertising.
- Digital and Social Media Teams.
- Executive Management and Leadership.
- Risk Management and Internal Audit.
- Investor Relations.
- Human Resources for internal communication policies.

## Course Offerings:

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

- Analyze the core principles of Saudi Arabia's Press and Publications Law.
- Navigate the legal requirements for advertising, promotions, and influencer marketing.
- Identify and mitigate legal risks associated with defamation, libel, and slander in media communications.
- Apply copyright and intellectual property laws to protect and utilize corporate content effectively.
- Develop legally compliant crisis communication and reputation management strategies.
- Ensure all digital communications adhere to the Saudi Anti-Cybercrime Law.
- Understand the regulations governing digital media, social platforms, and data privacy.
- Draft and review legally sound press releases, media statements, and PR contracts.
- Implement ethical communication frameworks that align with professional standards and local regulations.
- Advise their organizations on proactive compliance measures to prevent legal disputes.

## Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, practical, and highly interactive, moving beyond theoretical lectures to ensure deep-seated comprehension and skill acquisition. This course employs a blended approach centered on real-world applicability within the Saudi Arabian context. Sessions will be driven by expert-led instruction combined with detailed analyses of relevant case studies, examining both successful compliance and notable legal pitfalls encountered by organizations in the region. A significant portion of the program is dedicated to collaborative learning through group discussions and workshops, where participants can dissect complex legal scenarios and develop strategic responses. Role-playing exercises, such as managing a mock media crisis or negotiating a PR contract, provide a safe environment to apply new knowledge. Participants will receive continuous, constructive feedback from the instructor, fostering a dynamic learning environment. The methodology emphasizes a hands-on approach, equipping attendees not just with information, but with the confidence and competence to implement legally sound PR strategies immediately upon returning to their roles.

## Course Agenda (Course Units):

### Unit One: Foundations of Media Law and Regulation in Saudi Arabia

- Introduction to the Saudi Legal System and its Impact on Media.
- The Role and Authority of the Ministry of Media.
- In-depth Analysis of the Press and Publications Law.
- Understanding Licensing and Permit Requirements for Media Activities.
- Key Principles of the Audio-Visual Media Law.
- Navigating the Regulatory Landscape under Vision 2030.
- Comparing Regional and International Media Law Standards.

### Unit Two: Core Compliance for PR Content and Campaigns

- Managing Risks of Defamation, Libel, and Slander.
- Copyright, Trademarks, and Intellectual Property Protection for PR Content.
- Legal Framework for Advertising and Promotional Content.
- Regulations on Contests, Giveaways, and Competitions.
- Ensuring Compliance in Endorsements and Testimonials.
- Understanding Privacy Rights and the Use of Personal Data in PR.
- Guidelines for Financial and Investor Relations Communications.

### Unit Three: Navigating the Digital Frontier and Cyber Law

- Comprehensive Overview of the Anti-Cybercrime Law.
- Developing Legally Compliant Social Media Policies for Organizations.
- The Legalities of Influencer Marketing and Sponsored Content.
- Managing User-Generated Content and Online Community Risks.
- Data Protection and Privacy in Digital Communications.
- Legal Considerations for Websites, Blogs, and E-communications.
- Responding to Online Attacks and Misinformation Legally.

### Unit Four: Legal Dimensions of Crisis and Reputation Management

- Developing a Legally-Vetted Crisis Communication Plan.
- The Legal Do's and Don'ts When Responding to a Crisis.
- Crafting Legally Sound Public Statements, Apologies, and Retractions.
- Managing Media Inquiries and Spokesperson Briefings within Legal Bounds.
- Legal Strategies for Online Reputation Repair.
- Working with Legal Counsel During a High-Profile Crisis.
- Case Studies on Crisis Mismanagement and Legal Consequences.

### Unit Five: Advanced Topics in Contracts, Ethics, and Strategic Compliance

- Drafting and Negotiating PR Agency and Client Contracts.
- Legal Requirements for Managing Freelancers, Vendors, and Spokespersons.
- Implementing Professional and Ethical Codes of Conduct.
- Legal Aspects of Corporate Social Responsibility (CSR) Communications.
- Preparing for and Managing Media-Related Litigation.
- Anticipating Future Trends in Saudi Media Law and Regulation.
- Final Workshop: Developing a Comprehensive PR Compliance Audit Plan.

## 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:

As digital media blurs the lines between private opinion and public statement, how can organizations in Saudi Arabia proactively shape their communication policies to uphold both legal compliance and ethical integrity?

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

This course distinguishes itself through its dedicated and granular focus on the specific legal and regulatory jurisdiction of Saudi Arabia, an aspect often generalized in broader media law programs. Rather than offering a theoretical overview, it provides a pragmatic, actionable framework for navigating the nuances of the Kingdom's evolving media environment. The curriculum is uniquely structured to bridge the gap between the legal department and the communications team, fostering a shared language of proactive compliance. It moves beyond simply listing regulations to exploring their strategic implications for reputation management, crisis communication, and digital engagement. A key differentiator is the forward-looking perspective, which integrates an understanding of how Vision 2030 is actively shaping future legislation and media policies, enabling participants to future-proof their strategies. By emphasizing real-world Saudi-centric case studies and interactive problem-solving workshops, the course ensures that learning is not just academic but deeply contextualized and immediately applicable, cultivating a sophisticated mindset of legal and ethical diligence in every communication endeavor.