

aractech

Global Learning for Operational Leaders



PUBLIC RELATIONS | PR-001

Certified Public Relations Professional

Contact

+31 85 7444446
info@aractech.com
<https://aractech.eu>

Address

Waarderweg 50, 2031PB Haarlem - Netherlands.

Course content

Why Attend

This course will take you step-by-step through proven approaches to Public Relations (PR) planning and management. By following these steps,

PR professionals will achieve results that can be measured and reported back to top management, directly contributing to the organization's success by enhancing its reputation and relationships.

Course Methodology

- The workshop is interactive and participatory and includes various learning tools to enable the participants to operate effectively and efficiently in a multifunctional environment.
- The course is based on presentations, role-playing and group exercises, experience sharing in roundtable discussions, team exercises, and group debriefing.

Course Objectives

- List the functions of public relations in a changing environment
- Plan and organize a PR program by familiarizing themselves with the main functions of a PR professional
- Practice the critical communication skills and techniques essential for performing their PR duties
- Implement their know-how to communicate effectively with the internal and external public of the organization
- Justify the role of a PR professional in supporting the image and reputation of the organization by becoming proficient in both verbal and written communication
- Prepare and execute a press conference

Target Audience

- Managers, supervisors, and officers experienced in public relations. This course will also benefit key personnel whose work involves contact and interaction with the internal or external public, particularly in personnel, marketing, sales, training, and administration.
- Target Competencies
 - Planning, organizing and leading
 - Controlling and evaluating

Course outline

Detailed course outline

Module-by-module outline for Certified Public Relations Professional.

Module 1 - PR in a Changing Environment

- The origin and development of PR
- Definitions, scope, and objectives of PR
- Guiding principles of PR professionals
- PR campaigns
- New roles and perspectives
- The role of PR in building and supporting the image of the organization

Module 2 - The Functions of PR

- Management principles
- Planning and organizing the activities of PR
- Leading and controlling PR projects
- Ingredients of successful PR planning
- Main qualities of PR professionals
- PR position in the organization

Course outline

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Module 3 - PR and Communication

- Communicating with the internal and external public
- Key components in communication
- Diffusion and effects of communication
- What makes effective communicators in PR
- Communication functions
- Overcoming barriers in communication

Module 4 - The role of PR professionals in dealing with the internal and external public

- Understanding and dealing with difficult personalities

Module 5 - Written and Verbal communication Skills

- Importance of writing for PR
- Fundamentals of writing
- Written communication media
- Newsletter and brochures designs
- Verbal communication media
- The two parts of speaking

Seminar dates

Available seminar dates

Live dates and pricing for Certified Public Relations Professional generated from the course details page.

Date	Location	Format	Fee
11 - 15 May 2026	Frankfurt	Classroom	€2,275
8 - 12 June 2026	Barcelona	Classroom	€2,695
6 - 10 July 2026	Frankfurt	Classroom	€2,275
10 - 14 August 2026	Rome	Classroom	€2,975
14 - 18 September 2026	Kuala Lumpur	Classroom	€1,575
5 - 9 October 2026	Barcelona	Classroom	€2,695
16 - 20 November 2026	London	Classroom	€2,940

Live online option

Online delivery is available at €1,250.