PR, MEDIA AND MARKETING

PR8 Developing Essential Public Relations Skills

Enhance your public relations prowess with our comprehensive course designed to equip professionals with the latest tools and strategies. In an ever-evolving communication landscape, adept PR skills are indispensable for fostering organisational success. Participants will delve into cutting-edge PR theories, explore effective marketing integration, and master crisis management techniques. Through practical sessions and interactive discussions, delegates will cultivate the expertise to navigate diverse media landscapes, craft compelling narratives, and evaluate campaign effectiveness. Join us to elevate your PR proficiency and propel your career to new heights.

Course Information

Duration: 5 days

London (£4950): 9th February 2026, 4th May 2026, 29th June 2026, 17th August 2026, 12th October 2026, 30th November 2026, 15th March 2027, 10th May 2027, 6th September 2027, 13th December 2027

Companies nominating 3 or more delegates to attend the same programme will enjoy a special discount on the course fees.

Upon completion of one of our CPD certified courses, delegates will be awarded both an LMC certificate and a CPD certificate. No examination required.

Who is the course suitable for?

This course caters to Public Relations Professionals seeking to augment their expertise and Marketing Managers keen on mastering social media dynamics and corporate reputation management. Ideal for mid-

level managers and supervisors overseeing teams, projects, or departments, this course is tailored to individuals aspiring to bolster their leadership capabilities and drive organisational success through effective communication strategies.

Course profile

Understanding PR Fundamentals

- Exploring Public Relations theories and practices
- Shaping public opinion and behaviours through media engagement
- Understanding audience-centric approaches in media consumption
- Differentiating awareness, attitude, opinion, and behaviour change
- Analysing news consumption patterns and media trends

Leveraging PR in Marketing

- Integrating PR tools into the Marketing Mix
- Mastering news and article writing structures
- Harnessing the power of social media, citizen journalists, and influencers
- Crafting visual and video content for PR purposes
- Exploring essentials of content creation for diverse media platforms

Corporate PR and Resilience

- Managing corporate reputation in business and governmental contexts
- Crafting compelling narratives and storytelling to support the corporate brand
- Implementing PR strategies in emergency and crisis situations
- Navigating public affairs and investor relations landscapes

Strategy, Planning, and Evaluation

- Aligning PR plans with business objectives using the OASIS model
- Targeting and segmenting diverse audiences effectively
- Identifying optimal content and channels for PR dissemination
- Conducting research to enhance PR effectiveness
- Measuring and evaluating media coverage and campaign success

Creative Campaigning with PR

- Cultivating creativity in PR solutions
- Designing integrated marketing campaigns
- Generating 'buzz' and leveraging word-of-mouth through new media
- Managing in-house and agency PR functions effectively

Competencies

At the end of this course, delegates will be able to:

- Formulate robust PR strategies aligned with business objectives.
- Navigate diverse media landscapes and engage effectively with target audiences.
- Craft compelling narratives and leverage visual media for impactful storytelling.
- Execute crisis management protocols with agility and resilience.
- Evaluate campaign effectiveness and refine PR approaches for optimal outcomes.
- Integrate PR seamlessly into broader marketing initiatives.
- Foster creativity and innovation in PR solutions.
- Lead and manage PR functions adeptly within organisational contexts.

Course Booking

Call us: +44 (0) 207 724 6007

Email us: training@lmcuk.com

www.lmcuk.com

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