PR, MEDIA AND MARKETING

PR36 Delivering Effective PR Communications

This course equips PR professionals and managers with the latest strategies and practical skills necessary to navigate the dynamic landscape of modern communication. Through a blend of theoretical insights and hands-on exercises, participants will refine their ability to craft compelling narratives, develop strategic PR campaigns, and nurture valuable stakeholder relationships. By the end of this course, delegates will leave with actionable techniques to elevate their PR initiatives, ensuring organisational success and reputation enhancement.

Course Information

Duration: 5 days

London (£4950): 19th January 2026, 13th April 2026, 8th June 2026, 27th July 2026, 21st September 2026, 9th November 2026, 18th January 2027, 12th April 2027, 21st June 2027, 9th August 2027, 4th October 2027, 22nd November 2027, 28th February 2028

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?

Professionals seeking to deepen their expertise in Public Relations and communication strategies will benefit from this course. PR professionals, managers, and marketing professionals aiming to bolster their understanding of contemporary PR practices, strategic planning, and stakeholder management will find this

course invaluable.

Course profile

Planning and Narrative

- Crafting compelling narratives for organisational objectives
- Developing brand personas for consistency and integrity
- Constructing messaging frameworks for effective communication
- Exercising political judgement for long-term success
- Harnessing the power of simplicity in copywriting and editing

Strategy and Tactics

- Distinguishing between strategy and tactics in PR
- Leveraging communication tools and channels, including digital platforms
- Integrating PR with corporate identity, brand, and marketing
- Upholding ethical practices and accuracy in PR activities
- Emphasizing quality project management and research for successful PR campaigns

Whole-Organisation Communications

- Supporting colleagues with effective communication strategies
- Implementing consistent communication protocols and sanctions
- Collaborating with other departments and external consultants
- Managing projects with senior oversight and support
- Addressing internal resistance and misunderstandings towards PR initiatives

Creative Thinking

- Fostering creativity for innovative PR solutions
- Integrating creativity into planning cycles through incentives
- Managing workloads and streamlining processes for creative freedom
- Balancing creativity with control in PR initiatives
- Stimulating creativity through continuous learning and adaptation

Stakeholder Relations: Internal and External

- Understanding stakeholder dynamics and relevance
- Conducting stakeholder mapping exercises
- Collaborating effectively with marketing departments
- Integrating Corporate Social Responsibility and Public Affairs into PR strategies

Competencies

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

- Develop comprehensive PR strategies aligned with organisational objectives.
- Craft compelling narratives and messaging frameworks for effective communication.
- Execute media relations campaigns while maintaining ethical standards and accuracy.
- Manage stakeholder relationships both internally and externally.
- Implement creative thinking techniques to generate innovative PR solutions.
- Collaborate effectively with cross-functional teams and external partners.
- Evaluate PR initiatives using measurable goals and performance metrics.
- Overcome internal resistance and challenges to ensure successful PR implementation.

Course Booking

Call us: +44 (0) 207 724 6007

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www.lmcuk.com

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