PR & Media · PR193

# Building Effective Media Relations

Dubai · 20 - 24 Dec 2026

| Date | Venue | Duration |
|---|---|---|
| **20 - 24 Dec 2026** | **Dubai** | **1 Week** |
| Fee | Ref | Language |
| **£3,650 GBP** | **PR193** | **English** |

## Introduction

Public relations professionals work in a wide range of industries, including business, government, and non-profit organisations. The majority of organisations recognise the media's impact on their business objectives and reputations. To protect and strengthen one's position and credibility in the industry, members of management must be able to deal with and communicate effectively with the media.

The goal of this course is to develop creative skills for managing media communication and public relations strategies. It will teach you the proper channels of communication as well as some useful techniques for using them. It also teaches you how to write for various media outlets and target different types of audiences.

## Course Objectives for Building Effective Media Relations

- Learning how to handle Media in good and bad times.
- Learning how to handle the publicity, public image, and publications of the organisation effectively.
- Acknowledging the media effect and the different types of Media.
- Acknowledging the ideal practices for conducting press releases, press conferences, and other media-related events.

## Course Methodology of Building Effective Media Relations

This Building Effective Media Relations training course is activity and discussion-based. Formal presentations are going to be balanced by a variety of case studies, practice problems, and group discussions. Sharing the experience of the participants is a crucial feature, and delegates will have the chance to debate their projects or challenges in an environment that specialises in solving those problems. Real examples presented on video are a considerable part of the course.

## Target Audience for Building Effective Media Relations

This Building Effective Media Relations training course has relevance to anyone likely to possess

responsibility for the delivery of media communications for his or her organisation;

- Communication managers
- Directors with existing experience in handling the media
- Public Relations Practitioners
- Marketing Managers

# Course Outlines for Building Effective Media Relations

## Day 1

### Public Relations and Communication

- Public Relations and its main function.
- Planning and implementing campaigns.
- Theories of communication.
- The nature of mass communication.
- Spreading the Corporate message.

## Day 2

### Differences between marketing and public relations

- The major differences between advertisement, and public relations.
- How to build integrated publicity models.
- Facilitating PR tools and practices in marketing.

## Day 3

### Media and Public Relations

- What is media? Different types of media.
- The history and nature of propaganda.
- The ethical standards of global media.
- The relation between public relations and diversified media outlets.
- Creating media lists.

## Day 4

### Audience and public opinion

- Determining the key audience of an organisation.
- Prioritising and customising messages for each targeted audience.
- Choosing the ideal media outlet for each of the targeted audiences.
- Measuring public opinion surrounding an issue.
- Issue Management and how to modify public opinion.

## Day 5

### The essential practices of a PR representative when handling media

- Creating newsworthy stories through events.
- Handling media in times of crisis.
- The key components of a press release.
- The art of writing a press release.
- Press conference preparations.

- The art of public speaking.

Case studies, practising a press release, practising public speaking, and success stories of a real PR campaign.

**Register or ask about this course online**
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