



London TDM

# Marketing and Communication Training Courses

**Course Venue:** United Arab Emirates - Dubai

**Course Date:** From 15 February 2026 To 19 February 2026

**Course Place:** Downtown Dubai

**Course Fees:** 5,000 USD

## Introduction

This 5-day professional course, "Public Relations and Media Engagement," is designed to provide participants with comprehensive knowledge and practical skills in managing public relations and effectively engaging with the media. Participants will learn about strategic communication, media relations, crisis management, and the role of digital platforms in PR. Through interactive sessions, case studies, and expert insights, attendees will be equipped with the tools needed to succeed in today's dynamic media landscape.

- Understand the fundamentals of public relations and its importance in the modern business environment.
- Develop effective media engagement strategies and build strong relationships with media professionals.
- Learn how to manage crises and communicate effectively during challenging situations.
- Utilize digital and social media platforms for amplifying public relations efforts.
- Create compelling PR campaigns that align with organizational goals.

## Course Outlines

### Day 1: Introduction to Public Relations

- Overview of Public Relations: Definition and Importance
- Key Functions and Roles in PR
- Understanding PR Ethics and Standards
- Identifying Target Audiences
- Setting PR Objectives and Goals

### Day 2: Media Engagement Strategies

- Building Media Relationships
- Crafting Effective Press Releases
- Conducting Successful Media Interviews
- Using Storytelling to Engage Media
- Pitching to Journalists and Media Outlets

### Day 3: Crisis Management and Communication

- Identifying Potential Crises
- Planning and Preparing for Crisis Management
- Communicating During a Crisis
- Maintaining Brand Reputation Under Pressure
- Analyzing and Learning from Crises

### Day 4: Digital and Social Media in PR

- The Role of Digital Platforms in PR
- Social Media Strategies for PR
- Engaging with Online Communities
- Measuring Online PR Effectiveness

- Managing Online Reputation

**Day 5: Developing PR Campaigns**

- Structuring a PR Campaign
- Aligning PR with Marketing and Business Goals
- Creative Content Development
- Budgeting for PR Campaigns
- Evaluating Campaign Success and ROI