

PERCEPTIONS
PR & DIGITAL



Bahrain Public Relations Association, Kuwait Public Relations Association
& Perceptions PR & Digital

present

Professional Diploma in PUBLIC RELATIONS ESSENTIALS

(online)

Endorsed by 4 local, regional and international bodies

From 26th Feb to 16th Mar 2023

Managed by

أكت سمارت
actsmart
استشارات العلاقات العامة
PUBLIC RELATIONS CONSULTANCY



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ActSmartPr



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zoom

Professional Diploma in PUBLIC RELATIONS ESSENTIALS

This course equips you with all the tools you need to plan and execute a detailed public relations strategy for your organization. Aimed at PR managers and executives, the course covers key topics related to public relations planning, executing a communications plan, interacting with the media through press releases, interviews, and events, and managing crisis situations.



Professional Diploma in PUBLIC RELATIONS ESSENTIALS

- Accredited by 4 accreditation bodies
- 3 weeks of intensive training via Zoom
- Meetings held daily from Sunday to Thursday, from 17:00 to 19:00 Mecca time
- Program is offered in English by a team of specialists.
- Weekly expert guest in addition to the trainer
- Certificate qualifies the holder to practice public relations in professional settings
- Number of participants will not exceed 20 .
- Fees 345 BD = 3450 SR (+%10 VAT).



Professional Diploma in PUBLIC RELATIONS ESSENTIALS

FIRST WEEK

Presented by:
Lead Trainer: Amy Vaya
Country Director, Bahrain,
Perceptions PR & Digital



- What is PR?
- Analytical tools
- Introduction to key messages
- Analytical tools
- Drafting key messages
- Strategic planning
- Stakeholder mapping
- Language
- Target Audiences
- Measuring results



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2nd WEEK

Presented by:

Support Trainer: Charlie Holding
Assistant Country Director, Bahrain,
Perceptions PR & Digital



- Media relations
- Goodwill
- Press release distribution
- Paid, owned, and earned media
- Media events
- Media training
- Pitching stories to the media



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3rd WEEK

Presented by:

**Support Trainer: Mohammed Isa,
Acting Country Manager, UAE,
Perceptions PR & Digital**



- Introduction to crisis communications
- Creating a crisis map
- Holding statements
- Review
- Crisis plan
- Crisis communications



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Ideal for :

- Public relations practitioners
- Corporate communications professionals
- Official spokespersons
- Media sector
- Protocol and ceremony professionals
- Events management
- Advertising professionals
- Media researchers
- Planning professionals
- Consultants
- Journalists
- Websites administrators
- Social media account handlers
- Individuals with a personal interest in media



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Professional Diploma in PUBLIC RELATIONS ESSENTIALS



luxury frame



prominent seal



Public Relations Medal



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For Registration:

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