

#### Public Relation (Etiquette, Protocol, Ceremonies & Dealing with VIP)

Date Venues (\$)Fees Book your seat

08 Dec -12 Dec 2024 Dubai 3200 Register Now

#### **Course Overview**

- Analyze and assess the latest public relations concepts and strategies in a variety of contexts.
- Appraise certain public relations techniques and approaches appropriately geared to the working environment of Arab institutions.
- Practice key public relations skills relating to verbal and written communication, as well as editorial, layout and production techniques.

## **Course Objective**

- Analyze and assess the latest public relations concepts and strategies in a variety of contexts.
- Appraise certain public relations techniques and approaches appropriately geared to the working environment of Arab institutions.
- Practice key public relations skills relating to verbal and written communication, as well as editorial, layout and production techniques.

# Who Should Attend? The Manage Center

Public relations officers and other key personnel in the organization whose work involves contact and interaction with the internal/ external public, particularly managers and supervisors in the areas of personnel, marketing, sales, training and administration.

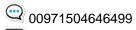
### **Course Outline**

- Public Relations
- Public Relations and Communication
- Public Relations Responsibilities
- Key Public Relations Skills
- Presentation Skills and Techniques
- The Public Relations Promotional Role

# **Training Methodology**

- Presentation & Slides
- Audio Visual Aids
- Interactive Discussion
- · Participatory Exercise
- Action Learning

- Class Activities
- Case Studies
- WorkshopsGames & Role plays



info@muthabara.ae

www.muthabara.ae