

**Register Now** 

#### Public Relation Skills

Date Venues (\$)Fees Book your seat 15 Dec -19 Dec 2024 3600

Kuala Lumpur

### **Course Overview**

This course will provide the analyze and assess the latest public relations concepts and strategies in a variety of contexts. And appraise certain public relations techniques and approaches appropriately geared to the working environment of Arab institutions.

## **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?

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.

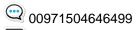
### Course Outline

- 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



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