



CENTRAL BANK OF EGYPT
Egyptian Banking Institute

Professional Public Relations Practice



Interpersonal Skills



323-P26-CE



In-Class



16 hours

Course Description:

The field of public relations has changed with the evolution of computers and the speed with which information can spread. However, the need for public relations to be clear, concise, and accurate while being completely appropriate for the situation has not changed however.

In this course, participants will learn how to determine the type of information required, to approach PR strategically, create compelling releases, and manage your media relations.

Target Audience:

This course is intended for PR staff in the organization.

Course Objectives:

- Apply the different purposes to strategic vs. tactical PR
- Design a PR strategy
- Develop strong relationships with reporters and journalists
- Improve their communication skills to a higher level

Course Outline:

Module 1: What is Public Relations?

- Public Relations
- Building the PR Plan

Module 2: PR Messages and Guidelines

- Structuring Messages
- Establishing Media Guidelines

Module 3: PR and the Media

- Managing the Media
- The Press Release

Module 4: Correlation between PR and Social Media

- PR and the Crisis
- Social Media and Public Relations

Assessment Strategy

Participants will be informally assessed based on their interaction during sessions and their participation in group exercises.

Course completion will grant participants:

1.3 CEUs

Course Language:

- Training Material: English
- Facilitation: Bilingual

Prerequisites:

None