

Public Relations Management

The purpose of the training:

Knowledge and Skills for Public Relations Management:

- communication strategies;
- Media Relationship Planning, Press Release;
- Prepare a plan of crisis situation;
- Communicate with various target audience;
- Organizing briefing and event;
- Critical analysis of public speech.

Target group:

- For beginners specialists in public relations;
- Persons employed in NGOs and governmental sector;.

Expected Results:

- The listener will increase the knowledge in the direction of successful communication strategies;
- Planning media planning and preparing preliminary questions;
- Will be able to prepare and operate an action plan in crisis situations;
- Successful communication with various target audience;
- Organize briefings and events;
- Critically analyzes Important for the organization and public speeches.

The training will be conducted in the form of discussion. Students are provided with questions and additional material for practical exercises.

trainer :

Tamta Mamuladze

Training capacity:

18 hours