informatech

PUBLIC RELATIONS | PR-007

# Modern Strategic Brand Management & Public Relations Masterclass

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# Course content

## Why Attend

Why Attend Strong brands and effective public relations are essential for building trust, influencing perception, and creating long-term organizational value. In today's fast-moving digital environment, organizations must manage reputation, engage stakeholders, communicate consistently, and respond professionally to challenges. This course provides participants with practical tools to build powerful brands, strengthen media relations, manage crises, and develop strategic communication plans.

Course Methodology This course uses an interactive and practical approach through presentations, case studies, brand analysis workshops, media simulations, group discussions, planning exercises, and real workplace examples.

## Course Objectives

- Understand the foundations of public relations and brand management
- Build strong brand identity and positioning strategies
- Use storytelling and messaging effectively
- Strengthen media relations and outreach performance
- Apply modern public relations tools and channels
- Manage reputation and crisis communication professionally
- Measure brand and PR performance using KPIs
- Develop a practical brand management plan

## Target Audience

- Public Relations Professionals
- Marketing Managers
- Brand Managers
- Corporate Communication Teams

# Course content

## Target Audience

- Business Owners
- Media Relations Staff
- Anyone responsible for brand image and reputation

## Target Competencies

- Brand Management
- Public Relations
- Strategic Communication
- Media Relations
- Crisis Management
- Storytelling
- Stakeholder Engagement
- Performance Measurement

## Course outline

### Day 1: Fundamentals of Public Relations & Brand Management

- History of public relations in the communication landscape
- Key differences between public relations and marketing
- Publics and stakeholders
- Building relationships
- Ethical considerations in public relations practices
- Brand definition and its key elements
- Brand development process

# Course content

## Course outline

• Impact of brand

**Day 2: Brand Storytelling & Messaging**

• Brand narratives, tone and voice

• Brand story identification

• Storytelling techniques

• Brand personality

• Consistency in voice and tone

• Effective use of language

• Creating memorable brand messages

**Day 3: Media Relations & Outreach**

• Media relations fundamentals

• Media platforms selection

• Press kit building

• Building long-term relationships with media professionals

• Identification of media outreach strategies

• Press conferences, media tours, and interviews

• Reach and engagement through social media

• Turning negative press into success through professionalism

**Day 4: Public Relations Techniques & Channels**

• Public relations tools

• Public relations channels

• Exploring opportunities through events, sponsorships, and community engagement

# Course content

## Course outline

- Public awareness campaigns
- Public relations measurement tools
- Internal communications
- Crisis communication
- Developing plans for crisis scenarios
- Reputation management
- Professional usage of social media during crisis

**Day 5: Strategic Brand Management Planning**

- Brand assessment
- SWOT analysis for brand assessment
- Competitors analysis
- Competitive advantages identification
- SMART objectives
- Key performance indicators (KPIs)
- Brand management plan development

# Seminar dates

## Available seminar dates

Live dates and pricing for Modern Strategic Brand Management & Public Relations Masterclass generated from the course details page.

| Date | Location | Format | Fee |
|---|---|---|---|
| 5 - 9 October 2026 | Amsterdam - Netherlands | Classroom | **€3,360.-** |
| 12 - 16 October 2026 | Istanbul - Turkey | Classroom | **€2,560.-** |
| 9 - 13 November 2026 | Paris - France | Classroom | **€3,520.-** |
| 16 - 20 November 2026 | Barcelona - Spain | Classroom | **€3,360.-** |
| 7 - 11 December 2026 | Munich - Germany | Classroom | **€3,400.-** |
| 14 - 18 December 2026 | Kuala lumpur - Malaysia | Classroom | **€1,800.-** |
| 21 - 25 December 2026 | Amsterdam - Netherlands | Classroom | **€3,360.-** |
| 4 - 8 January 2027 | Amsterdam - Netherlands | Classroom | **€3,400.-** |
| 1 - 5 February 2027 | London - U.K | Classroom | **€3,360.-** |
| 1 - 5 March 2027 | Kuala lumpur - Malaysia | Classroom | **€1,800.-** |
| 5 - 9 April 2027 | Madrid - Spain | Classroom | **€3,400.-** |
| 3 - 7 May 2027 | London - U.K | Classroom | **€3,360.-** |
| 7 - 11 June 2027 | Barcelona - Spain | Classroom | **€3,080.-** |
| 5 - 9 July 2027 | Geneva - Switzerland | Classroom | **€4,200.-** |
| 2 - 6 August 2027 | Barcelona - Spain | Classroom | **€3,080.-** |
| 6 - 10 September 2027 | Istanbul - Turkey | Classroom | **€2,280.-** |
| 4 - 8 October 2027 | Amsterdam - Netherlands | Classroom | **€3,400.-** |

# Seminar dates

## Available seminar dates

Live dates and pricing for Modern Strategic Brand Management & Public Relations Masterclass generated from the course details page.

| Date | Location | Format | Fee |
|---|---|---|---|
| 1 - 5 November 2027 | Istanbul - Turkey | Classroom | **€2,280.-** |
| 6 - 10 December 2027 | Paris - France | Classroom | **€3,600.-** |

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| **Live online option** | Online delivery is available at €1,850.-. |