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

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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

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