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COURSE BROCHURE

Advanced Communications and PR Management Training Course

26 April – 7 May 2027
Milan

Advanced Communications and PR Management Training Course

Ref: 428_15339 **Date:** 26 April – 7 May 2027 **Location:** Milan **Fees:** 11100 GBP

Communications and PR Management is a 2-week advanced training course for PR managers, communications directors and corporate affairs specialists who lead the public relations function, and it ends with a PR Strategy and Measurement Plan. Audiences now form opinions across fragmented media, and boards ask what reputation work contributes, so the function must plan, prove and budget like any other. Jupiter Prime Training runs this course in its public relations series.

Why Communications and PR Management Matters Now

Three pressures reshape the public relations function. Media audiences have splintered across news sites, social platforms and owned channels, so a single press release no longer reaches the people who matter. Executives and directors want evidence that communications spending moves trust, enquiries or licence to operate, rather than clipping counts. Agencies, freelancers and in-house specialists must be blended into one budget. A function that plans and measures well earns a seat in strategic decisions; one that does not is cut back at the first squeeze. The course rests on the AMEC Barcelona Principles 3.0, the industry statement on measuring public relations by outcomes and impact.

Who Gains Most from Communications and PR Management

- Heads of public relations who set annual priorities and own the communications budget
- Corporate affairs leads responsible for reputation, issues and executive positioning
- Media relations managers who hold journalist relationships and approve outbound statements
- Communications directors who report reputation results to executives and directors
- Agency relationship owners who brief, select and evaluate external PR partners

A corporate affairs department that sends its head of function, media lead and planning lead together gains most, because they return with one plan, one message set and one measurement approach.

Communications and PR Management Capabilities

Participants move from producing coverage to running a public relations function that plans, budgets and reports like a business unit.

- Design an annual PR plan linked to business goals — for executives approving priorities
- Build a message architecture with proof points — for spokespeople across banking and energy sectors
- Weigh media relations tactics such as exclusives and embargoes — for newsroom and editor relationships
- Apply the Barcelona Principles 3.0 to set outcome measures — for directors judging communications impact
- Calculate a zero-based budget and agency scope — for finance and procurement colleagues
- Communicate PR results in a one-page board report — for the board and chief executive

Key Communications and PR Management Terms

- Message architecture — a structured set of narrative pillars, proof points and audience lines that keeps every statement consistent.
- PESO model — a framework grouping media into paid, earned, shared and owned channels to plan the right mix.
- Barcelona Principles 3.0 — the AMEC principles stating that PR measurement should focus on outcomes and impact rather than output volume.
- Share of voice — the proportion of coverage on a topic that mentions the organisation compared with its peers.
- Holding statement — a short prepared response issued while facts are confirmed during an emerging issue.
- Agency retainer — a recurring fee arrangement that secures an agency's agreed services and hours over a set period.

Communications and PR Management Day by Day

Day 1: The Modern PR Function and Its Pressures

- PR Function Maturity Audit — Where the Department Stands Today
- Media Landscape Shift Analysis — Fragmented Audiences and Owned Channels
- Reputation Drivers Model — What Shapes Trust in the Organisation
- Corporate Affairs Mandate Statement — Remit Agreed With the Executive
- Communications Ethics Code — Boundaries for Advocacy and Disclosure

Day 2: Strategic PR Planning

- Situation Analysis With PESTLE Lens — Issues the Plan Must Address
- SMART Communication Objectives — Linking PR Aims to Business Goals
- Audience Segmentation Grid — Publics Ranked by Influence and Need
- Annual PR Calendar — Sequencing Campaigns Around Corporate Moments
- Scenario Options Paper — Choosing Between Competing Strategic Routes

Day 3: Message Architecture

- Narrative Pillars Framework — Corporate Story Told Consistently
- Proof Point Bank — Evidence Supporting Each Claim
- Spokesperson Message Grid — Lines Adapted per Audience
- Tone of Voice Guide — Consistency Across Releases and Posts
- Message Testing Panel — Checking Clarity Before Launch

Day 4: Media Relations Strategy

- Journalist Relationship Map — Priority Titles and Correspondents
- News Value Assessment — Deciding What Is Worth Pitching
- Press Release and Media Kit Standards — Materials Editors Will Use
- Exclusive and Embargo Tactics — Controlling Timing of Coverage
- Interview Briefing Notes — Preparing Executives for Tough Lines

Day 5: Owned and Earned Channels

- PESO Model Mix — Balancing Paid, Earned, Shared and Owned
- Newsroom Hub Design — Corporate Site as Primary Source
- Executive Thought Leadership Plan — Bylines, Panels and Op-Eds
- Social Channel Editorial Policy — Approval Speed Versus Risk
- Partnership and Sponsorship Screening — Reputational Fit of Associations

Day 6: Issues Management

- Issue Radar and Horizon Scan — Emerging Topics Before They Escalate
- Issue Prioritisation Matrix — Impact Against Likelihood of Coverage
- Holding Statement Library — Ready Responses for Predictable Issues
- Stakeholder Response Protocol — Who Is Told, In What Order
- Post-Issue Learning Review — Adjusting Policy After Exposure

Day 7: Measurement and Evaluation

- Barcelona Principles 3.0 — Outcomes and Impact Over Output Counts
- Evaluation Logic Model — Inputs, Outcomes and Organisational Impact
- Media Content Analysis — Share of Voice and Message Pickup
- Reputation Tracking Survey — Trust and Favourability Over Time
- Measurement Dashboard Specification — Indicators Agreed With Leadership

Day 8: Budgeting and Agency Management

- Zero-Based Communications Budget — Justifying Every Line of Spend
- Agency Brief and Pitch Process — Selecting the Right Partner
- Scope of Work and Retainer Model — Clear Deliverables and Fees Structure
- Agency Performance Scorecard — Quarterly Review of Partner Results
- In-House Versus Outsourced Decision Model — Capability Build or Buy

Day 9: Board-Level Reporting

- Board Communications Report Format — One Page for Directors
- Reputation Risk Narrative — Explaining Exposure Without Jargon
- PR Contribution Case — Linking Coverage Shifts to Business Outcomes
- Executive Q&A Preparation — Anticipating Director Challenges
- Annual Communications Review — Lessons and Priorities for Next Cycle

Day 10: Practising the PR Strategy and Measurement Plan

- Planning Simulation — Building Objectives and Audience Grid for a Case
- Message Architecture Clinic — Refining Pillars and Proof Points
- Issue Response Exercise — Applying Holding Statements Under Time Pressure
- Board Report Drafting — Presenting Results to a Mock Board
- PR Strategy and Measurement Plan — Final Plan Ready for Approval

Applying Communications and PR Management After the Course

- Run a planning session with the communications department to rewrite this year's PR objectives as SMART outcomes tied to business goals.
- Build a first measurement dashboard using Barcelona Principles 3.0 outcome indicators and present it to the executive sponsor.

Communications and PR Management Questions FAQ

What is Communications and PR Management and why does it matter now?

Communications and PR Management is the strategic leadership of an organisation's public relations function. It matters now because audiences are fragmented, boards expect proof of impact, and budgets for agencies and channels must be justified against outcomes.

Which roles gain most from Communications and PR Management training?

Heads of public relations, corporate affairs leads, media relations managers and communications directors gain most. Agency relationship owners also benefit, particularly when several members of one communications department attend and align their plan.

How does Communications and PR Management differ from a foundation public relations course?

It works at function-leadership level rather than practitioner tasks. You plan the annual PR strategy, build message architecture, manage agencies and budgets, and report results to the board, where a foundation course concentrates on writing releases and handling media enquiries.

What do you bring back from Communications and PR Management training?

You bring back a PR Strategy and Measurement Plan for your own organisation. It sets objectives, audiences, message pillars, channel mix, budget lines and outcome indicators that your department can present for approval.

Communications and PR Management: The Way Forward

The PR Strategy and Measurement Plan first informs which campaigns and channels receive budget in the coming cycle. Heads of PR, media managers and agency partners use it to align their activity and reporting. After the first quarter, revisit its outcome indicators and message pillars against the reputation tracking results, because audience attitudes and media habits shift faster than annual plans.