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COURSE BROCHURE

# Public Relations Management Essentials Training Course

13 – 17 December 2026
Abu Dhabi

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Registered in the United Kingdom and Saudi Arabia

# Public Relations Management Essentials Training Course

**Ref:** 492_18121 **Date:** 13 – 17 December 2026 **Location:** Abu Dhabi **Fees:** 5500 GBP

Public Relations Management Essentials Training Course is a 1-week core training course for PR officers, communications executives and marketing staff moving into PR, and it ends with an Annual PR Plan built on research and measurable objectives. Newsrooms are smaller, social feeds move faster and audiences question claims, so organisations need PR practitioners who can earn coverage and protect goodwill. Jupiter Prime Training offers this course in public relations management for those practitioners.

## Why Public Relations Management Matters Now

Three pressures shape public relations management today. Journalists cover more beats with fewer colleagues, so they favour sources who send accurate, ready-to-use press materials. Social platforms let a single post or complaint reach thousands before a statement is drafted. Leaders increasingly ask PR officers to show outcomes rather than clippings. An organisation with disciplined PR gains trusted media relationships and steady goodwill; one without it reacts late and struggles to explain its value. The course rests on recognised PR planning practice and on the AMEC Barcelona Principles 3.0 for setting objectives and evaluating results.

## Who Gains Most from Public Relations Management

- PR officers who write press releases, pitch stories and look after journalist contacts
- Communications executives who coordinate announcements across press, social and events
- Marketing staff moving into PR who must now earn coverage rather than buy it
- Event coordinators who plan launches, media briefings and community activities
- Social media officers who handle comments and early warning signs of issues

A press office or small PR unit that sends its officers together gains most, because they return with one media list, one issues log and one yearly calendar.

## Public Relations Management Capabilities

Participants move from producing one-off press releases to running a planned, evidence-led PR cycle that journalists and leaders can rely on.

- Design PR objectives from audience research and organisational goals — for directors approving the PR calendar
- Build media lists and story pitches matched to journalists' beats — for editors and reporters
- Specify press releases, media kits and fact sheets — for spokespeople and newsrooms
- Apply social media and listening tools to PR announcements — for online communities and customers
- Test holding statements and an issues log — for leaders facing difficult questions
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Calculate outcome measures for events and campaigns — for budget holders reviewing PR results

## Key Public Relations Management Terms

- Public relations — the planned effort to build and keep goodwill and understanding between an organisation and its publics.
- Media list — a maintained record of journalists, outlets, beats and contact preferences used to target story pitches.
- Press release — a short news document in a set structure that gives journalists the facts, quotes and contacts for a story.
- Media kit — a pack of background material such as fact sheets, biographies, images and past releases for journalists.
- Holding statement — a brief prepared response issued while facts are confirmed, showing the organisation is aware and acting.
- Earned media — coverage gained through news value and relationships rather than payment, such as articles and interviews.

## Public Relations Management Day by Day

## Day 1: The PR Function and Its Publics

- PR Function Mapping — Roles, Reporting Lines and Partner Agencies
- Publics Identification — Media, Customers, Employees and Communities
- PR and Marketing Boundaries — Earned Versus Paid Attention
- Ethics and Accuracy Codes — Truthful Claims and Source Protection
- Situation Research — Desk Review, Surveys and Media Audit

## Day 2: Planning With Research and Objectives

- SMART PR Objectives — Awareness, Attitude and Action Targets
- Audience Research Briefs — Questions That Shape Messages
- Key Message Drafting — Three Points Each Public Remembers
- Tactic Selection Matrix — Matching Activities to Objectives
- Resource and Timeline Estimation — Staff, Suppliers and Approvals

## Day 3: Media Relations and Press Materials

- Media List Building — Beats, Outlets and Contact Preferences
- Story Pitching — News Angles Journalists Accept
- Press Release Writing — Headline, Lead and Quotes
- Media Kit Assembly — Fact Sheets, Biographies and Images
- Interview Preparation — Briefing Notes and Bridging Phrases

## Day 4: Events, Social Media and Issues

- PR Event Planning — Launches, Briefings and Community Days
- Social Media in PR — Newsroom Posts and Influencer Outreach
- Social Listening Setup — Keywords, Alerts and Escalation
- Issues Log — Spotting and Ranking Emerging Concerns
- Holding Statement Drafting — First Response Before Full Facts

## Day 5: Practising the Annual PR Plan

- Barcelona Principles 3.0 Evaluation — Outputs, Outcomes and Impact
- Coverage Analysis — Tone, Reach and Message Pickup
- Press Release and Pitch Clinic — Peer Edits on Live Stories
- Issues Scenario Drill — Applying the Log and Holding Statement
- Annual PR Plan — Calendar, Objectives and Evaluation Measures

## Applying Public Relations Management After the Course

- Rebuild the press office media list by beat and outlet and send one tailored pitch for an upcoming announcement.
- Open an issues log with social listening alerts and draft holding statements for the three most likely concerns.

## Public Relations Management Questions FAQ

### What is Public Relations Management and why does it matter now?

Public relations management is planning and running the activities that build goodwill between an organisation and its publics. It matters now because newsrooms are smaller, social media moves fast and leaders expect PR to show outcomes.

### Which roles gain most from Public Relations Management training?

PR officers, communications executives and marketing staff moving into PR gain most. Event coordinators and social media officers also benefit, especially when a press office sends several officers together.

### How does Public Relations Management Essentials training differ from an advanced PR management course?

It covers the core practice of planning, media relations, press materials, events and evaluation. An advanced course assumes this practice and focuses on leading the PR function, budgets, agencies and strategy.

### What do you bring back from Public Relations Management training?

You bring back an Annual PR Plan. It sets objectives from research, a calendar of media, event and social activity, an issues log and evaluation measures your press office can use straight away.

## Public Relations Management: The Way Forward

The Annual PR Plan first informs which stories, events and social activity the press office schedules for the coming quarter. PR officers, communications executives and event coordinators use it to brief journalists and leaders. After its first quarter, revisit the objectives and evaluation measures against coverage analysis, because media interest and audience priorities change.