



International Training
Center Paris

TRAINING SCHEDULE

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PUBLIC RELATION & PRESS RELEASE (WRITING & DISTRIBUTION)

Overview:

The Public Relations & Press Release (Writing & Distribution) training program is designed to equip participants with the skills and knowledge needed to effectively communicate with the media, craft compelling press releases, and successfully distribute them to the target audience. This training will cover the fundamentals of public relations, writing effective press releases, and utilizing various distribution channels to maximize the reach and impact of the message. Participants will learn practical strategies for building relationships with the media, creating newsworthy content, and leveraging PR opportunities to enhance brand reputation and visibility.

Training Objectives:

- Understand the role of public relations in shaping public perception and building brand reputation
- Learn the principles of effective press release writing, including structure, tone, and content
- Develop skills to craft compelling press releases that capture media attention and engage the target audience
- Gain insights into media relations and learn strategies for building relationships with journalists and reporters
- Explore various distribution channels and techniques for maximizing the reach and impact of press releases
- Understand the importance of measurement and evaluation in public relations and press release campaigns

By the end of this training program, participants will have gained a comprehensive understanding of the fundamentals of public relations and press release writing and

distribution. They will have developed the skills and knowledge needed to effectively communicate with the media, craft compelling press releases, and distribute them to the target audience. Participants will leave with practical strategies and techniques that they can immediately apply to enhance their public relations efforts and improve the visibility and reputation of their organizations.

Targeted Groups:

- Public relations writers
- PR coordinators
- Communication managers
- Press release specialists
- Professionals responsible for crafting and distributing press releases

Planning:

Day 1: Introduction to Public Relations and its Role in Business

- Understanding the role of public relations in brand reputation and perception
- Key principles and strategies of effective public relations
- Exploring the evolving landscape of media and communication

Day 2: Crafting Compelling Press Releases

- The structure and elements of a press release
- Writing with clarity, conciseness, and impact
- Creating newsworthy content and hooks

Day 3: Building Relationships with the Media

- Understanding the media landscape and identifying key journalists and reporters
- Strategies for effective media outreach and relationship building
- Nurturing ongoing relationships with the media

Day 4: Press Release Distribution Channels and Techniques

- Exploring various distribution channels, including traditional and digital platforms
- Maximizing the reach and impact of press releases
- Leveraging social media and online platforms for distribution

Day 5: Measurement and Evaluation in Public Relations

- Key metrics and tools for measuring the success of PR campaigns
- Evaluating the impact and effectiveness of press releases
- Continuous improvement and adapting strategies based on feedback