

**Foundations in PR
Programme (5 days)**



**SHORT COURSES
FOR PROFESSIONALS**

Foundations in PR Programme (5 days)



Course overview

Foundations in PR is a multi-skill training programme for communications and public relations professionals. It covers core PR skills and best practice across all of the main disciplines of professional communications. You will learn the fundamental concepts, strategies and practical applications of media relations, event management, press release writing and online communications.

LEARNING OUTCOMES

After the course you will be able to:

- Understand all of the specialised disciplines of PR
- Create an online communication strategy for your organisation
- Design systems and processes enable your organisation to engage in social media
- Understand how the media are organised and how journalists think and work
- Develop an instinct for ideas that generate news
- Know how and when to approach journalists with news
- Create a strong concept, strategy format, scale, venue and identity for a PR event
- Understand how journalists use press releases and what they need from them
- Plan a press release that will grasp attention from the start

Who should attend?

This is a universal course designed for learners in a wide range of roles and levels. Learning is pitched at a core level, designed to help you analyse core concepts and execute universal skills. This course is recommended for communication professionals seeking a solid grounding in the core disciplines of their profession, and for non-PR professionals whose role requires mastery of some PR duties.

Course agenda

Day 1: The PR landscape

This one-day module is an executive orientation to the communications and PR profession, its disciplines and mechanisms.

- The global PR landscape and profession: a colourful induction into the modern public relations industry
- Essential PR concepts and disciplines: the principles that underlie all effective PR, and its many specialist practice areas
- Practical PR tools and tactics: a showcase of how effective organisations apply diverse tactics for practical results
- Creative PR platforms: an array of creative and unusual approaches that can generate the most effective and memorable PR campaigns

Day 2: media relations

This one-day module covers the key concepts and techniques that effective PR professionals use to get stories covered positively and prominently in print, broadcast and online media.

- The media landscape: how to map out the full range of forms of news media, and how to engage effectively with different media
- Journalists: how to understand and work with journalists to influence and shape coverage
- News judgment: understanding how journalists decide what makes news
- Pitching stories: how to sell-in stories to journalists by creating and executing effective pitches

Day 3: social media strategy

This one-day module covers best practice in strategies and approaches to engaging in communication through online channels.

- Principles of online PR and communications
- Online communication strategy, systems and capacity building
- Online toolbox: how PR works on the core digital platforms
- Practical online engagement

Day 4: event management

This one-day module covers the strategy, design, planning and delivery of smooth and professional events, from the essentials of preparation to the realities of delivery and troubleshooting under pressure.

- Event concepts: laying the strategic foundations of a successful event by selecting a strong format and concept
- Event design: a how-to guide to essential ingredients and processes, based on practical checklists and best practice systems
- Event planning and preparation: best-practice approaches to practical event planning through a hands-on approach to tools and tactics
- Event delivery: the realities of managing a major event, with insider tips on ensuring smooth delivery and handling unexpected mishaps

Day 5: press release writing

This one-day module combines three key competencies: language and technical writing skills, news judgment, and tailoring news writing for the online space.

- Press release essentials: the core principles of writing effective press releases
- Press release presentation: structure and format
- Essential ingredients of content and presentation
- Press release content: news, language and colour
- How to develop news angles using focused and powerful language
- Press releases online: search and social media impact



Training at ISOC



About ISOC

The International School of Communication is a private institution of higher learning.

We run training centres in London and Dubai and also train in-house for clients in more than 75 countries.

ISOC has been delivering specialist courses on communication for more than 15 years. We work for public and private organisations of all sizes, including blue-chip companies and national governments.

We are inspected and accredited by two UK government-regulated training authorities: Pearson Edexcel and the British Accreditation Council (BAC).

WHAT TO EXPECT

Learning at ISOC is fun, stimulating and effective

- Classes are based on interactive learning not lectures
- Training is built on real-world skills, not abstract theory
- Courses are short and intensive, designed for busy professionals
- Content is updated to continually to reflect innovations in best practice
- ISOC Accredited Trainer Programme faculty are senior industry professionals

ISOC courses are fun, stimulating, interesting, and designed around practical skills that you can put to work straight away



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