

# € TRAINING

Advanced Public Relations and Excellence in  
Listening, Dialogue, Interaction and Syntactic  
Communication

A photograph of four smiling professionals in a meeting. A woman in a black top and beaded necklace is in the foreground, looking towards the camera. Behind her are three other people (two men and one woman) in white shirts, looking towards the right. The background is a bright, modern office setting. A large blue curved graphic element is overlaid on the top and right sides of the image.

23 - 27 September 2024  
Madrid (Spain)



# Advanced Public Relations and Excellence in Listening, Dialogue, Interaction and Syntactic Communication

REF: C1459 DATE: 23 - 27 September 2024 Venue: Madrid (Spain) - Fee: 5850 Euro

## Introduction:

In the world of international business, public relations affect all types of large and small organizations locally and internationally, whatever type of business, whether commercial, non-commercial, charitable, or public sector. In this conference, we direct those who enter or aspire to enter into international public relations the necessary and modern methods to create a successful public relations campaign.

## Conference Objectives:

At the end of this conference the participants will be able to:

- Identify the nature and importance of public relations in the new international challenges.
- Practice protocol rules, the ceremony, and etiquette rules locally and internationally.
- Mastery of effective communication skills.
- Develop the spirit of teamwork among participants, and increase the degree of group cohesion.
- Consolidate the values of the team and unify the vision among the team members, thus increasing the effectiveness of the teams.
- Reduce friction and conflict between teams within the group.

## Targeted Audience:

- Public Affairs Professionals
- PR Managers, PR Executives & PR Officers
- Marketing Professionals

## Conference Outlines:

### Unit 1:

- The overall picture and general impression.
- Reflective image.
- The current image is required.
- Common and multiple images.
- Knowledge and understanding.
- Raise interest and accept the situation.
- Sympathy.
- Reasons for hiring an international consulting firm for public relations.
- Public relations consultants association PRCA.

## Unit 2:

- Advantages of using an international public relations consulting firm.
- Disadvantages of using a consulting firm.
- Evaluation of the situation.
- Determining the goal.
- Select the audience.
- Selection of means.
- Program Evaluation.
- Budgets.
- Information Network Local International Opportunities and Risks.
- Email and how to deal with it.

## Unit 3:

- The art of designing and preparing media materials.
- Designing public relations pages on international information networks.
- The art of public opinion and media by email.
- Preparation of databases on international public relations.
- The nature of human beings and their human needs.
- Reception skills and etiquette.
- VIP styles.
- Skills of preparing and drafting invitations and preparing for meetings and seminars.
- VIP visits.
- A practical laboratory in the management of international public relations.

## Unit 4:

- The concept and nature of the importance of administrative communication.
- Foundations, elements, and means of administrative communication.
- Obstacles of administrative communication and ways to avoid them.
- Reciprocal relations and their impact on the process of direct communication.
- Communications and written orders Notes / resolutions / reports.
- Visual Communication Skills Effective presentation and presentation.
- Skills of persuasion and influence in others.
- Skills to deal with different types of people.
- Management Objectives the importance of management in the contemporary business environment.
- Leadership - Elements of Effective Leadership - Leadership Importance Leadership Types.

## Unit 5:

- The role of the leader in increasing the efficiency of the performance of the business.
- Advanced management and leadership skills - Skills necessary to master the art of leadership.
- Challenges facing leaders and managers Effective management challenges.
- The nature and importance of the task forces.
- Characteristics and cohesion of task forces.
- Communication between members of the group.
- Meaning of effective communication among team members.
- Effective decision making within the group.
- The concept of organizational conflict.
- Closing of the program.