



Marketing and Media

Building PR campaign relations management in modern business

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- Location: London
 - Date: From 3/3/2025 To 7/3/2025
 - Investment: \$5950 (Excluding VAT)



LONDON ROYAL
ACADEMY


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Course Introduction

This 5-day intensive course equips participants with the strategic skills and practical knowledge to build and nurture strong relationships with key stakeholders, essential for successful public relations campaigns in today's dynamic business landscape. Participants will learn how to identify and engage with key influencers, build trust and credibility, and effectively manage relationships with media, investors, and other stakeholders.

Training Method

- Pre-assessment
 - Live group instruction
 - Use of real-world examples, case studies and exercises
 - Interactive participation and discussion
 - Power point presentation, LCD and flip chart
 - Group activities and tests
 - Each participant receives a binder containing a copy of the presentation
 - slides and handouts
 - Post-assessment
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Course Objectives

Upon successful completion of this course, participants will be able to:

- Understand the importance of stakeholder relations in successful PR campaigns.
- Identify and prioritize key stakeholders for their organization.
- Develop and implement strategies for building and maintaining strong relationships with stakeholders.
- Effectively communicate with stakeholders through various channels.
- Manage stakeholder expectations and address concerns proactively.
- Leverage stakeholder relationships to achieve PR campaign objectives.
- Conduct stakeholder analysis and identify potential risks and opportunities.
- Build and maintain a positive reputation for their organization among key stakeholders.

Who Should Attend?

This course is designed for professionals involved in public relations, communications, and stakeholder management, including:

- PR Managers and Specialists
 - Communications Managers and Specialists
 - Marketing Managers
 - Social Media Managers
 - Government Relations Professionals
 - Investor Relations Professionals
 - Business Development Managers
 - Anyone involved in building and maintaining relationships with key stakeholders
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Course Outline


Day 1: Foundations of Stakeholder Relations

- Defining Stakeholders and Identifying Key Stakeholders
- Stakeholder Mapping and Analysis
- Stakeholder Engagement Strategies
- Building Trust and Credibility with Stakeholders
- Ethical Considerations in Stakeholder Relations

Day 2: Media Relations and Media Training

- Building and Maintaining Media Relationships
- Press Release Writing and Distribution
- Media Monitoring and Analysis
- Media Interviews and Media Training Techniques
- Crisis Communication Management

Day 3: Influencer Marketing and Social Media


- Identifying and Engaging with Key Influencers
 - Influencer Marketing Strategies and Best Practices
 - Social Media Monitoring and Listening
 - Building a Strong Online Presence and Brand Reputation
 - Managing Social Media Crises
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Course Outline

Day 4: Investor Relations and Corporate Communications

- Communicating with Investors and Financial Analysts
- Investor Relations Best Practices
- Preparing Financial Reports and Presentations
- Managing Investor Relations Crises
- Corporate Social Responsibility (CSR) and Stakeholder Engagement

Day 5: Advanced Topics in Stakeholder Relations

- Stakeholder Engagement in the Digital Age
 - Global Stakeholder Relations and International Communication
 - Emerging Trends in Stakeholder Management
 - Case Studies and Real-World Examples
 - Q&A and Wrap-up Session
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Registration & Payment

Complete & Mail to London Royal Academy or email
registration@londonra.com

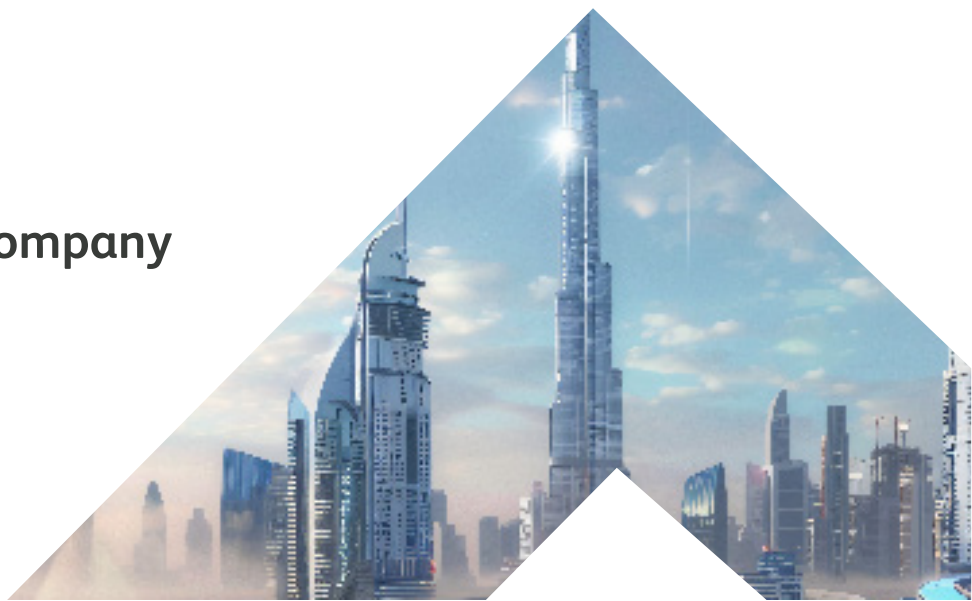


Registration Form

- Full Name (Mr / Ms / Dr / Eng)
- Position
- Telephone / Mobile
- Personal E-Mail
- Official E-Mail
- Company Name
- Address
- City / Country

Payment Options

- ☐ Please invoice me
- ☐ Please invoice my company





Terms & Conditions

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Cancellation and Refund Policy

Delegates have 14 days from the date of booking to cancel and receive a full refund or transfer to another date free of charge. If less than 14 days' notice is given, then we will be unable to refund or cancel the booking unless on medical grounds. For more details about the Cancellation and Refund policy, please visit

www.londonra.com/terms-and-conditions/

Registration & Payment

Please complete the registration form on the course page & return it to us indicating your preferred mode of payment. For further information, please get in touch with us

Course Materials


The course material, prepared by the LRA, will be digital and delivered to candidates by email

Certificates

Accredited Certificate of Completion will be issued to those who attend & successfully complete the programme.

Travel and Transport

We are committed to picking up and dropping off the participants from the airport to the hotel and back.



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OUR PARTNERS



THANK YOU

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