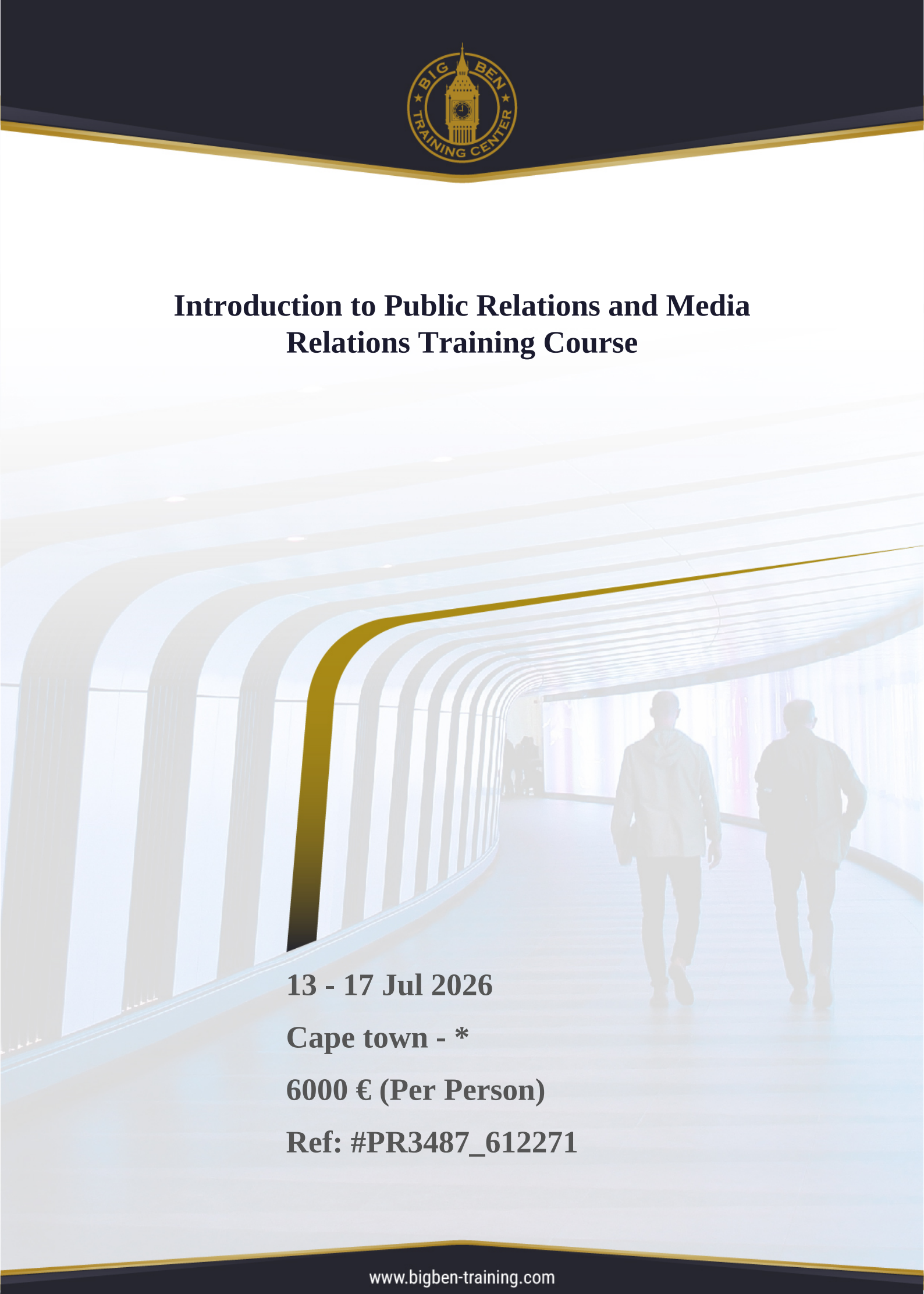
Introduction to Public Relations and Media Relations Training Course



13 - 17 Jul 2026

Cape town - *

6000 € (Per Person)

Ref: #PR3487_612271

Course Introduction / Overview:

Public relations are more than just getting your name in the news; it’s about building a positive relationship with your audience, your community, and the media. This course, offered by BIG BEN Training Center, is designed to give you a strong foundation in the core principles of public relations and media relations. We will explore key ideas from academic experts like Edward Bernays, a pioneer in the field of public relations, whose work shaped the modern understanding of the field. We will also draw on frameworks presented in books like "The Practice of Public Relations" by Fraser P. Seitel, which provides a comprehensive guide to modern PR. This program covers everything from understanding the role of a public relations professional to crafting a press release that gets a journalist’s attention. We will focus on building authentic relationships with journalists and using storytelling to get your message heard. You will leave with the knowledge and confidence to start your career in public relations, knowing the basics of how to manage a brand's reputation and tell its story effectively.

Target Audience / This training course is suitable for:

- Aspiring public relations professionals.
- Marketing and communications assistants.
- University students studying communications.
- Entrepreneurs and small business owners.
- Entry-level public relations specialists.
- Anyone looking to start a career in communications.

Target Sectors and Industries:

- Corporate and private businesses.
- Public relations and marketing agencies.
- Non-profit organizations and associations.
- Government agencies and public sector.
- Media and entertainment industry.
- Technology startups.
- Any organization with a need to communicate with the public.

Target Organizations Departments:

- Corporate Communications.
- Public Relations.
- Marketing.
- Brand Management.
- Human Resources.
- Executive Office.
- Public Affairs.

Course Offerings:

By the end of this course, the participants will have able to:

- Understand the foundational principles of public relations.
- Identify the key roles and responsibilities of a PR professional.
- Write a professional and effective press release.
- Learn how to build and maintain relationships with journalists.
- Use storytelling to create a compelling brand narrative.
- Plan and execute a simple media relations campaign.
- Understand the ethical considerations of modern public relations.
- Begin building a professional portfolio of PR work.

Course Methodology:

Our training uses a practical, hands-on approach that is designed to help you master the fundamentals of public relations. We go beyond theoretical concepts, using a mix of real-world case studies from successful and unsuccessful campaigns. You will work on a series of practical exercises, including drafting a press release, creating a media list, and pitching a story to a journalist. This hands-on experience helps you apply what you've learned right away. BIG BEN Training Center's instructors, who have years of experience in the field, will provide personalized feedback and guidance. We will also use role-playing scenarios to practice mock interviews and media interactions. Our goal is to make sure you leave with a complete toolkit and the confidence to get your first job in the industry.

Course Agenda (Course Units):

Unit One: Introduction to Public Relations

- What public relations is and is not?
- The evolution of public relations.
- The relationship between PR, marketing, and advertising.
- The key roles of a PR professional.
- Understanding your audience.
- The importance of ethics and transparency.
- Building a strong brand reputation.

Unit Two: Media Relations Fundamentals

- The relationship between PR pros and journalists.
- The anatomy of a press release.
- How to write a media advisory.
- The art of pitching a story to a reporter.
- Building and managing a media list.
- The importance of a well-written email pitch.
- Following up with journalists.

Unit Three: Strategic Communication and Storytelling

- The importance of a strategic communication plan.
- Finding and crafting a compelling brand story.
- The basics of a media kit.
- How to prepare a fact sheet and backgrounder.
- Using your website and blog for storytelling.
- The power of visuals in communication.
- Creating a consistent brand message.

Unit Four: Digital and Social Media for Beginners

- The role of social media in public relations.
- Best practices for managing a brand's social media presence.
- The importance of a social media policy.
- How to use social listening tools.
- The role of influencers and micro-influencers.
- Basic online reputation management.
- The link between digital and traditional media.

Unit Five: Career Development and Next Steps

- How to build a professional portfolio.
- Best practices for networking in the PR industry.
- The importance of a continuous learning mindset.
- The future of public relations.
- The key skills for a successful PR career.
- Developing a career plan.
- How to find a mentor in the industry.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How can aspiring public relations professionals use the fundamental principles of media relations to build a strong professional network and open doors to new career opportunities, even with limited experience?

What unique qualities does this course offer compared to other courses?

This training course is different because it is a comprehensive introduction designed for beginners. We don't assume you have any prior knowledge, taking you from the basics of public relations to the core skills you need to succeed. The program is highly practical and hands-on, with exercises that mirror the real-world situations you will face on your first job. Our instructors are seasoned professionals who have a deep understanding of what it takes to get started in the industry. This course is for anyone who wants a solid foundation in public relations and media relations, giving them the confidence and skills to launch a successful career.