دورة استراتيجيات العلاقات العامة المتطورة والإعلام الرقمي في الاتصال المؤسسي

01 - 05 Jun 2027

لندن

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دورة استراتيجيات العلاقات العامة المتطورة والإعلام الرقمي في الاتصال المؤسسي

المرجع: 43_13297 التاريخ: 01 - 05 Jun 2027 الموقع: لندن الرسوم: 5700 Euro

Advanced Strategies for PR & Digital Media in Corporate Communication

Overview:

In the rapidly evolving world of business and media, 'Strategic Leadership & Advanced Media Relations in the Digital Age' is your cornerstone course to navigate these changes. Addressing core tenets like Strategic Leadership, PR Strategies, Digital Age Communication, and Ethical Leadership, participants will grasp the nuances of Business Strategy and Digital Marketing. The course also deep-dives into the complexities of Media Crisis Management in the realm of Corporate Communication Strategies and Modern PR Techniques. Whether you're seeking to bolster your Digital Age Branding or enhance your Business Decision-making capabilities, this course amalgamates the best of Media Management, Reputation Building, and Artificial Intelligence in PR.

Target Audience:

- Senior Leadership & Management
- PR Executives and Managers
- Corporate Communication Heads
- Digital Marketing Managers
- Business Strategists
- Brand Managers

Targeted Organizational Departments:

- Corporate Communications
- Public Relations
- Marketing & Digital Marketing
- Leadership and Strategy Development
- Media Management

Targeted Industries:

- Public Relations Firms
- Corporate Enterprises
- Digital Marketing Agencies
- Branding Consultancies
- Technology Companies emphasizing on Technological Advancements

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Course Offerings:

Participants will acquire skills and knowledge in:

- Mastery over Digital Age Communication and its impact on PR.
- Comprehensive understanding of Media Crisis Management.
- Implementation of Modern PR Techniques and PR Best Practices.
- Insights on Leadership in Digital Transformation and the role of Artificial Intelligence in PR.

Training Methodology:

Our training methodologies for 'Strategic Leadership & Advanced Media Relations in the Digital Age' leverage a balanced mix of theory, hands-on case studies, and interactive sessions. We emphasize real-world Media Management scenarios where participants can apply PR Strategies and Digital Age Communication concepts. Group work promotes peer-to-peer learning and feedback sessions ensure clarity and retention. Through case studies, participants will dive deep into Digital Marketing, Corporate Communication Strategies, and the vast realm of Technological Advancements in PR.

Course Toolbox:

- Digital PR Strategy Handbook
- Case Studies on Effective Crisis Management
- PR Campaign Development Templates
- Interactive Digital Age Branding Modules

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Course Agenda:

Day 1: Foundational Principles and Advanced Public Relations

- Topic 1: Introduction to Public Relations: Between Corporate Work and Society.
- Topic 2: Common Misconceptions About Public Relations.
- Topic 3: Evolution of Public Relations: From Traditional to Digital World.
- Topic 4: Audience Classification and Analysis of its Different Categories.
- Topic 5: Modern Principles of Public Relations: Defining PR in the Contemporary Era.
- Reflection & Review: Overview of Public Relations Evolution and Audience Analysis.

Day 2: PR Campaign and Innovative Strategies

- Topic 1: Setting Objectives and Purposes for the Campaign.
- Topic 2: Identifying the Target Audience.
- Topic 3: Crafting Messages for Each Segment of the Target Audience.
- Topic 4: Budgeting and Timelines for PR Campaigns.
- Topic 5: Evolution and Types of Strategies in Public Relations.
- Reflection & Review: Effective PR Campaign Creation and Strategy Development.

Day 3: Digital Communication and Media Crisis Management

- Topic 1: Public Relations and Media: The Changing Landscape.
- Topic 2: New Media and Digital Communication Strategies.
- Topic 3: Importance of Pre-planning for Media Crises.
- Topic 4: Addressing Media Crises Effectively.
- Topic 5: Reputation Rebuilding Strategies After a Media Crisis.
- Reflection & Review: Navigating Media Crises and the Digital Media Landscape.

Day 4: Digital Reputation and PR Impact Analysis

- Topic 1: Understanding Public Opinion and its Formation.
- Topic 2: Theories of Public Opinion Influence.
- Topic 3: Analyzing and Measuring Digital Reputation using 'Social Mentions'.
- Topic 4: Tools and Techniques for Evaluating PR Impact.
- Topic 5: Data Analysis in Assessing PR Campaign Success.
- Reflection & Review: The Role of Digital Media in Shaping Public Opinion and Reputation.

Day 5: Digital PR and Current Trends in Media

- Topic 1: Digital Public Relations: Content Types and Strategies.
- Topic 2: Blogging and the Art of Writing Online Content.
- Topic 3: Current Trends: The Influence of Globalization and Tech Evolution on Media and PR.
- Topic 4: Artificial Intelligence in Data Analysis and Decision Making.
- Topic 5: Addressing Fake News and its Influence on Public Opinion.
- Reflection & Review: Future Trends and Impacts on Public Relations and Media.

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How This Course is Different from Other Strategic Leadership & PR Courses:

Strategic Leadership & Advanced Media Relations in the Digital Age is not just another course - it's a transformational experience. Unlike other programs, this course intricately weaves Digital Age Communication, Media Crisis Management, and Ethical Leadership into a seamless learning journey. With a strong emphasis on Technological Advancements, particularly Artificial Intelligence in PR, participants will be future-ready. Our rich array of case studies, exemplifying Modern PR Techniques and Corporate Communication Strategies, ensures applied knowledge, making our offering truly unparalleled.

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فئات الدورات التدريبية

الدورات التدريبية في مجال البيئة والاستدامة

دورات إدارة الجودة وتطوير العمليات

دورات إدارة و تحليل البيانات ودورات علم البيانات

دورات إدارة و تطوير الموارد البشرية

دورات الأمن السيبراني ودورات تقنية المعلومات

دورات الاتصال الجماهيري و السياسات والعلاقات العامة

دورات التدريب القانوني والمشتريات والتعاقدات

دورات التسويق وإدارة علاقات العملاء وإدارة المبيعات

دورات الحوكمة وإدارة المخاطر والامتثال

دورات السكرتارية و إدارة المكاتب

دورات الصحة والسلامة والأمن المهني

دورات الصيانة ودورات المجالات الهندسية المتنوعة

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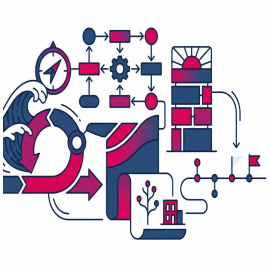
فئات الدورات التدريبية

دورات المحاسبة و التمويل و دورات الإدارة المالية

دورات المهارات الشخصية وتطوير الذات

دورات في مجالات القيادة والإدارة

دورات معتمدة من قبل هيئات دولية



دورات مكتب إدارة المشاريع وإدارة المشاريع الرشيقة

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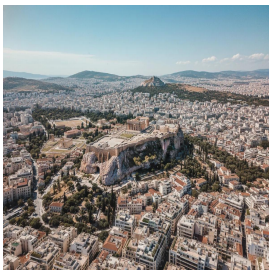
مدن التدريب

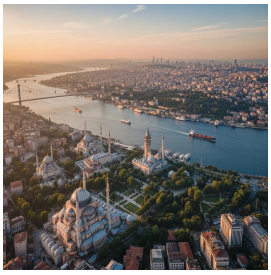
أبوظبي - الإمارات العربية المتحدة



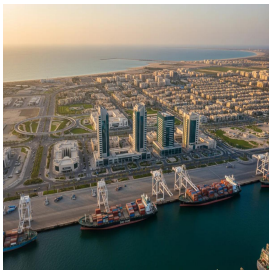
أثينا - اليونان

أكرا - غانا

أمستردام - هولندا

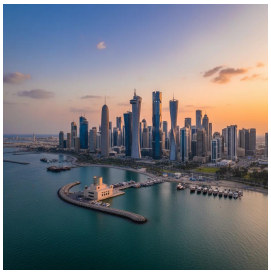


اسطنبول - تركيا



الجبيل - المملكة العربية السعودية

الدار البيضاء - المغرب



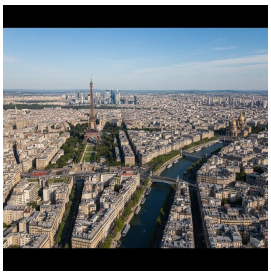
الدوحة - قطر

الرياض - المملكة العربية السعودية

القاهرة - مصر

الكويت - الكويت

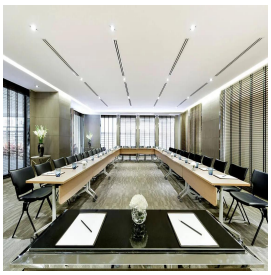
المنامة - مملكة البحرين



باريس - فرنسا

باكو - أذربيجان

بالي - جمهورية إندونيسيا



بانكوك - تايلند

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مدن التدريب

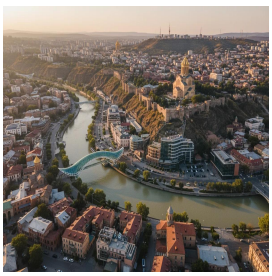
براغ - جمهورية التشيك

برشلونة - إسبانيا

برلين - ألمانيا

بورتو - البرتغال

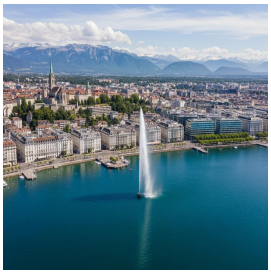
بوكيت - تايلاند



تبليسي - جورجيا

تورنتو - كندا

جاكرتا - جمهورية إندونيسيا



جنيف - سويسرا

جوهانسبرغ - جنوب إفريقيا

دبي - الإمارات العربية المتحدة

روما - إيطاليا

زنجبار - تنزانيا

سان دييغو - الولايات المتحدة الأمريكية

سنغافورة - سنغافورة

سيول - كوريا الجنوبية

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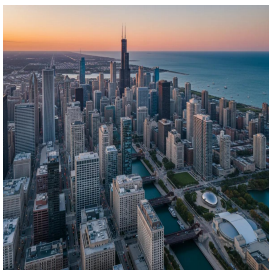
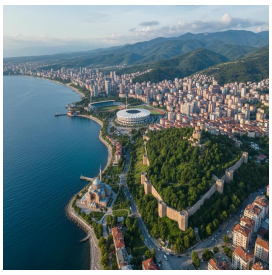
شرم الشيخ - مصر

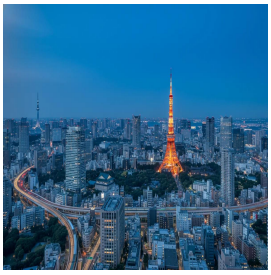


شيكاغو - الولايات المتحدة الأمريكية



طرابزون - تركيا

طشقند - أوزبكستان

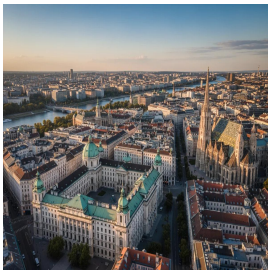


طوكيو - اليابان

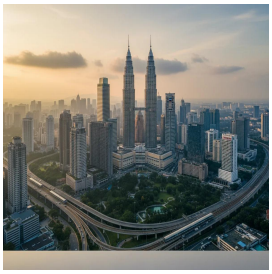
عمان - المملكة الأردنية الهاشمية

عن بعد - منصة زووم

فرانكفورت - ألمانيا



فيينا - النمسا



كوالالمبور - ماليزيا

كيب تاون - جنوب إفريقيا

لانكاوي - ماليزيا

لشبونة - البرتغال

لندن - المملكة المتحدة

ماربيا - اسبانيا

مدريد - إسبانيا

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مدن التدريب

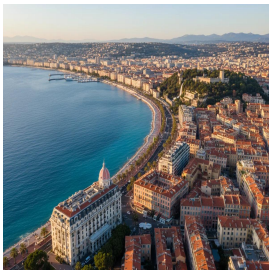
مسقط - سلطنة عمان

مونترو - سويسرا

ميلان - إيطاليا

ميونخ - ألمانيا

نيروبي - كينيا



نيس - فرنسا

نيويورك - الولايات المتحدة الأمريكية

WHO WE ARE

Agile Leaders is a renowned training center with a team of experienced experts in vocational training and development. With 20 years of industry experience, we are committed to helping executives and managers replace traditional practices with more effective and agile approaches.

OUR VISION

We aspire to be the top choice training provider for organizations seeking to embrace agile business practices. As we progress towards our vision, our focus becomes increasingly customer-centric and agile.

OUR MISSION

We are dedicated to developing value-adding, customer-centric agile training courses that deliver a clear return on investment. Guided by our core agile values, we ensure our training is actionable and impactful.

WHAT DO WE OFFER

At Agile Leaders, we offer agile, bite-sized training courses that provide a real-life return on investment. Our courses focus on enhancing knowledge, improving skills, and changing attitudes. We achieve this through engaging and interactive training techniques, including Q&As, live discussions, games, and puzzles.

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