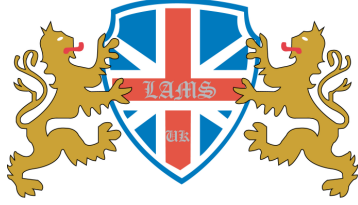


أكاديمية لندن للدراسات الإدارية



London Academy
of Management Studies - UK

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بالتعاون مع

الأكاديمية الوطنية لتنظيم المعلومات

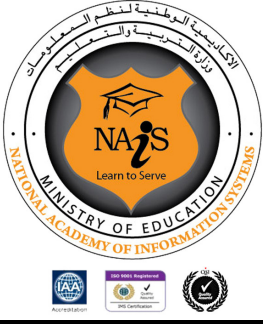
معتمدة من وزارة التربية والتعليم منذ 1993



شهادة

أخصائي علاقات عامة معتمد

Chartered Public Relations
Specialist (CPRS)



**National
Academy**
Since 1993



Program Curriculum

محاور البرنامج الرئيسية

- PR in a Changing Environment
- The Functions of PR
- PR and Communication
- The Role of PR Specialists in Dealing with Difficult Personalities
- Key Public Relations Skills
- Press Conferences



By the end of the program, participants will be able to:

- Practice the key communication skills and techniques which are essential for performing their public relations duties.
- Demonstrate a better understanding of how to communicate effectively with the internal and external publics of the organization.
- Play an active role in supporting the image and reputation of the organization

CHARTERED PUBLIC RELATIONS SPECIALIST CPRS

شهادة
أخصائي علاقات عامة
معتمد

Who Should Attend:

Managers, supervisors and officers experienced in public relations. Also, other key personnel whose work involves contact and interaction with the internal/external public, particularly in the areas of personnel, marketing, sales, training and administration program..

CPRS

Program Outlines محتويات البرنامج

Public Relations in a Changing Environment

- The Origin and Development of PR
- Definitions, Scope and Objectives
- New Roles and Perspectives
- The Role of Public Relations in Building the Image of the Organization

The Functions of Public Relations

- Planning, Organizing and Controlling the Activities of Public Relations
- Public Relations Position in the Organization
- Main Qualities of Public Relations Specialist



The Role of PR Professionals in Dealing with Difficult Personalities Key Public Relations Skills

- Writing and Presenting Public Relations Reports, News Items, Press Releases, Letters and Memoranda
- Translating and Editing Statements, Articles, and Management Circulars

OBM Combines the Science and Technology of Behavior Change



- Perhaps, by making our analyses more rigorously functional, we will help promote replications that work as designed and intended.

Press Conferences

- Preparing a Press Release
- Conducting a Press Conference
- Preparing the Press Clippings

Public Relations and Communication

- Verbal Communication Media
- Written Communication Media
- Evaluating and Selecting the Most Appropriate Medium
- Non Verbal Communication