Garnet
Garnet Global Training Center

GGT-MD-101

Media, Journalism & Digital Content

Media Relations & Spokesperson Training

العلاقات الإعلامية وإعداد المتحدث الرسمي

Duration	Language	Formats	Hours	Level
5 or 10 days	**English or Arabic**	**Classroom, online, in-house**	**35 / 70**	**Intermediate (practitioner)**

Overview

Media Relations & Spokesperson Training focuses on how the work is actually done: the methods, checks and decisions practitioners use every day, illustrated with real cases from the region. Programs for newsrooms, communication teams and content creators. Choose 5 or 10 days, classroom or live online, English or Arabic; organisations can also run it in-house and adapt the examples to their own work.

What you will be able to do

- Apply the methods and standards of Media Relations & Spokesperson Training to real tasks.
- Share good practice with your team.
- Use the right tools, checks and calculations step by step.
- Diagnose common problems and identify root causes.
- Interpret data and results correctly and act on them.

Who should attend

Journalists, media officers, content creators and spokespersons. Practitioners with one to five years of experience benefit most.

Key topics

- Storytelling and structure
- Writing for media
- Visual and video content
- Media ethics and law
- Audience analytics
- On-camera skills

Formats and fees

5-day classroom	**USD 4,750**
5-day online	**USD 2,950**
10-day classroom	**USD 8,950**
10-day online	**USD 5,450**
In-house	**Quotation per group**

Fees per participant, excluding VAT.

Register or ask

WhatsApp: +971 56 674 7382

Email: info@garnettrainings.com

Training: training@garnettrainings.com

Web: garnettrainings.com

Sharjah Publishing City Free Zone, Sharjah, UAE

Certificate

Participants who attend at least 90% of sessions and complete the final assessment receive a certificate of completion stating 35 contact hours (5-day) or 70 contact hours (10-day).

5-day outline

Day 1 Media Relations & Spokesperson Training: principles and standards

- Visual and video content
- Hands-on workshop on a workplace challenge

Day 2 Methods and tools in practice

- Media ethics and law
- Audience analytics

Day 3 Diagnosis and problem solving

- On-camera skills
- Common mistakes and how to avoid them

Day 4 Quality, safety and documentation

- Storytelling and structure
- Regional and international case studies

Day 5 Workshop, assessment and action plan

- Writing for media
- Checklists and templates to take away

10-day outline

Day 1 Media Relations & Spokesperson Training: principles and standards

- Visual and video content
- Hands-on workshop on a workplace challenge

Day 2 Methods and tools in practice

- Media ethics and law
- Audience analytics

Day 3 Diagnosis and problem solving

- On-camera skills
- Common mistakes and how to avoid them

Day 4 Quality, safety and documentation

- Storytelling and structure
- Regional and international case studies

Day 5 Workshop, assessment and action plan

- Writing for media
- Checklists and templates to take away

Day 6 Advanced techniques and specialist practice

- Complex cases in depth
- Group discussion and peer review

Day 7 Digital tools, data and automation

- Analysis tools and software
- Using AI in this field

Day 8 Benchmarking against international practice

- Global performance benchmarks
- Measurement and reporting

Day 9 Capstone project

- Analyse a real challenge from your organisation
- Build the solution and implementation plan

Day 10 Presentations, final assessment and certificates

- Project presentations and review
- Final exam and certificate award

Schedule 2027–2030

Dates	Format	City	Language	Fee (USD)
7–11 Mar 2027	5-day classroom	Manama	Arabic	4,750
5–16 Apr 2027	10-day classroom	Amsterdam	English	8,950
3–7 May 2027	5-day classroom	Paris	English	4,750
9–13 Aug 2027	5-day online	Live online	Arabic	2,950
12–16 Jun 2028	5-day classroom	Dubai	English	4,750
17–28 Jul 2028	10-day online	Live online	English	5,450
7–18 Aug 2028	10-day classroom	Abu Dhabi	English	8,950
20–24 Nov 2028	5-day classroom	Kuala Lumpur	English	4,750
19–23 Feb 2029	5-day classroom	Kuala Lumpur	English	4,750

Dates	Format	City	Language	Fee (USD)
16–20 Apr 2029	5-day classroom	Casablanca	Arabic	4,750
3–7 Sep 2029	5-day online	Live online	Arabic	2,950
19–30 Nov 2029	10-day classroom	Geneva	English	8,950
6–10 Jan 2030	5-day classroom	Riyadh	English	4,750
18 Feb – 1 Mar 2030	10-day online	Live online	Arabic	5,450
3–7 Jun 2030	5-day classroom	London	English	4,750
18–29 Nov 2030	10-day classroom	Abu Dhabi	Arabic	8,950

Customised and in-house versions of this course are available on request. garnettrainings.com/en/customise/