Garnet
Garnet Global Training Center

GGT-MK-107

Marketing, Sales & Communication

Public Relations & Media Management

العلاقات العامة وإدارة الإعلام

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

Overview

This program treats Public Relations & Media Management as a managed system: policies, roles, resources, performance indicators and continual improvement. Win and keep customers with sharper strategy, selling and communication. You can join a public session in one of 20 cities or live online, in English or Arabic, or bring the course in-house with examples from your own operations.

What you will be able to do

- Set up and run Public Relations & Media Management as a managed process with clear roles.
- Define KPIs and build simple dashboards for management.
- Control risk, quality and compliance in this area.
- Lead improvement projects and measure their benefit.
- Report clearly to senior management and stakeholders.

Who should attend

Marketing and sales teams, account managers, PR and communication specialists. It suits supervisors, section heads and specialists who manage, or are about to manage, this area.

Key topics

- Customer insight and segmentation
- Brand and positioning
- Digital channels and content
- Sales process and negotiation
- Measurement and ROI
- Media and stakeholder communication

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 Public Relations & Media Management: the management framework

- Media and stakeholder communication
- Group discussion and peer review

Day 2 Planning, resources and budgets

- Customer insight and segmentation
- Brand and positioning

Day 3 Performance measurement and control

- Digital channels and content
- Measurement and reporting

Day 4 Risk, compliance and improvement

- Sales process and negotiation
- Hands-on workshop on a workplace challenge

Day 5 Management case study and action plan

- Measurement and ROI
- Common mistakes and how to avoid them

10-day outline

Day 1 Public Relations & Media Management: the management framework

- Media and stakeholder communication
- Group discussion and peer review

Day 2 Planning, resources and budgets

- Customer insight and segmentation
- Brand and positioning

Day 3 Performance measurement and control

- Digital channels and content
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Day 4 Risk, compliance and improvement

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- Hands-on workshop on a workplace challenge

Day 5 Management case study and action plan

- Measurement and ROI
- Common mistakes and how to avoid them

Day 6 Advanced techniques and specialist practice

- Complex cases in depth
- Regional and international case studies

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
- Checklists and templates to take away

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)
4–8 Jan 2027	5-day classroom	Vienna	English	4,750
17–21 May 2027	5-day classroom	Casablanca	Arabic	4,750
11–22 Jul 2027	10-day classroom	Muscat	Arabic	8,950
9–13 Aug 2027	5-day online	Live online	English	2,950
10–14 Jan 2028	5-day classroom	Kuala Lumpur	English	4,750
2–13 Apr 2028	10-day classroom	Kuwait City	Arabic	8,950
5–16 Jun 2028	10-day online	Live online	Arabic	5,450
20–24 Aug 2028	5-day classroom	Doha	English	4,750
1–12 Jul 2029	10-day classroom	Cairo	Arabic	8,950

Dates	Format	City	Language	Fee (USD)
9–13 Sep 2029	5-day classroom	Manama	Arabic	4,750
15–19 Oct 2029	5-day classroom	Geneva	English	4,750
10–14 Dec 2029	5-day online	Live online	English	2,950
18–22 Feb 2030	5-day classroom	Paris	English	4,750
5–16 May 2030	10-day classroom	Jeddah	Arabic	8,950
3–14 Jun 2030	10-day online	Live online	English	5,450
11–15 Nov 2030	5-day classroom	Dubai	Arabic	4,750

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