

# UPCOMING TRAINING COURSES

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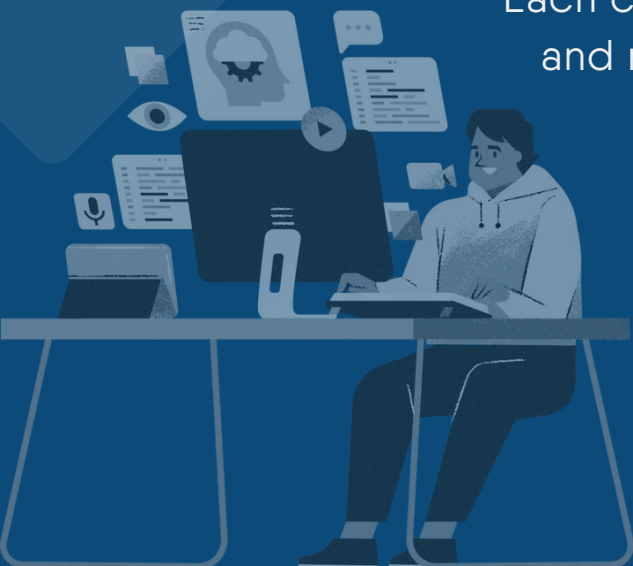
NOVEMBER TO DECEMBER 2024

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## WELCOME TO PRCA TRAINING

All PRCA Training courses have a practical focus, meaning the skills, techniques, and best-practice covered in our training can be used with immediate effect upon returning to work.

Each course delivers content-rich, cutting-edge, and relevant learning experiences which deliver benefits for both the organisation and the individual.



# FACE-TO-FACE TRAINING

Our most popular sessions are also available to attend in person.

All face-to-face sessions are held in Central London\*, and focus on helping delegates learn in a relaxed and collaborative way.

Take a look at **face-to-face courses** running between November 2024 and March 2025.

*\*Face-to-face courses include a light breakfast/lunch and refreshments*



Course	Date/Time	Level
Planning a strategic PR Campaign	03-12-24 9:30 - 17:00	INTERMEDIATE
Exemplary People Management	11-12-24 9:30 - 17:00	INTERMEDIATE
Client Management: A strategic guide to successful client relationships	14-01-25 9:30 - 17:00	INTERMEDIATE
Two-Day Crisis Management Masterclass	29-01-25 9:30 - 17:00	ADVANCED
Project Management	05-02-25 9:30 - 17:00	INTRODUCTORY
Media Training and Media Interview Skills	06-02-25 10:00 - 17:00	INTERMEDIATE
Growing Your Own Gravitas: Confidence & credibility for women in PR & communications	11-02-25 10:00 - 16:30	PERSONAL SKILLS
Writing Effective Press Releases	12-02-25 9:30 - 17:00	INTRODUCTORY
Business and Financial Acumen for PR Professionals	19-02-25 9:30 - 12:00	ADVANCED
You and your Clients: A coaching session	25-02-25 9:30 - 12:30	INTERMEDIATE
Honing your Copywriting Skills	27-02-25 9:30 - 17:00	INTERMEDIATE
Introduction to PR and Communications	06-03-25 9:30 - 17:00	INTRODUCTORY
Presentation Skills	18-03-25 10:00 - 16:30	PERSONAL SKILLS
Effective Leadership - Becoming the kind of leader that you'd want to be led by	20-03-25 9:30 - 17:00	ADVANCED

## ALL UPCOMING COURSES

Course	Date/Time	Level	Format
How AI is already being used for media evaluation and sentiment analysis	05-11-24 10:00 - 13:00	INTERMEDIATE	Virtual Classroom
Social Media 3.0: exploiting the latest tools and techniques	06-11-24 9:30 - 13:00	INTERMEDIATE	Webinar
How to Communicate about Climate Change Accurately and Effectively	06-11-24 9:30 - 13:00	INTERMEDIATE	Virtual Classroom
Advanced Public Affairs	06-11-24 9:30 - 12:30	ADVANCED	Virtual Classroom
The Right Way to use Facebook for PR and Communications	06-11-24 15:00 - 16:30	INTERMEDIATE	Webinar
Good B2B Media Writing	07-11-24 9:30 - 17:00	INTERMEDIATE	Virtual Classroom
Narrative by Numbers: How to tell powerful and purposeful stories with data	07-11-24 9:30 - 13:00	ADVANCED	Virtual Classroom
Managing Performance to Improve Productivity	12-11-24 14:00 - 17:30	ADVANCED	Virtual Classroom
Good News and Bad News	13-11-24 9:30 - 17:00	INTERMEDIATE	Virtual Classroom
Social Media in Public Affairs	14-11-24 10:30 - 12:00	INTRODUCTORY	Webinar
An Introduction to AI in PR & Communications	15-11-24 10:00 - 13:00	INTRODUCTORY	Virtual Classroom
Creating Great B2B social media campaigns	19-11-24 10:30 - 11:30	INTERMEDIATE	Webinar
Developing an Internal Communications and Engagement Strategy	19-11-24 9:30 - 17:00	INTERMEDIATE	Virtual Classroom
Introduction to Management	20-11-24 9:30 - 17:00	INTERMEDIATE	Virtual Classroom
Reputation, Risk and Resilience: a Half-Day Crisis Communication Masterclass	20-11-24 9:30 - 13:00	ADVANCED	Virtual Classroom

Course	Date/Time	Level	Format
Bringing Your A-Game in a Tough Economic Climate: Performance and wellbeing	21-11-24 10:30 - 11:30	<b>PERSONAL SKILLS</b>	Webinar
LinkedIn For Humans	22-11-24 9:30 - 12:30	<b>INTERMEDIATE</b>	Virtual Classroom
Project Management - 2x Half days (PM) on 28th November & 5th December	28-11-24 14:00 - 17:00	<b>INTRODUCTORY</b>	Virtual Classroom
Effective Leadership - Becoming the kind of leader that you'd want to be led by	03-12-24 14:30 - 17:30	<b>ADVANCED</b>	Virtual Classroom
Planning a Strategic PR Campaign	03-12-24 9:30 - 17:00	<b>INTERMEDIATE</b>	F2F in London
Ethics in PR and Communications	05-12-24 10:30 - 11:30	<b>INTRODUCTORY</b>	Webinar
Content Marketing: Creative Strategy Tips to Drive Conversation	10-12-24 14:30 - 17:00	<b>INTERMEDIATE</b>	Virtual Classroom
The Savvy Account Director	10-12-24 9:30 - 17:00	<b>INTERMEDIATE</b>	Virtual Classroom
Introduction to PR and Communications	11-12-24 9:30 - 17:00	<b>INTRODUCTORY</b>	Virtual Classroom
Exemplary People Management	11-12-24 9:30 - 17:00	<b>INTERMEDIATE</b>	F2F in London

# PRCA BESPOKE TRAINING

Any of the courses we offer can be tailored to meet your specific needs on a date and at a location that is convenient for you.

Alternatively, if you have a specific training requirement not already covered by us we are happy to design a course for you using our extensive pool of highly experienced trainers.

Find out more by completing [this enquiry form](#) or get in touch with [souha.khairallah@prca.org.uk](mailto:souha.khairallah@prca.org.uk) for all enquiries



TAILORED  
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With time carved out of my quarterly Marketing and Communications leadership team meeting, Andrew discussed the current AI landscape, the background of the technology, and the tools available. The team were engaged throughout the presentation, which was pitched at a level which allowed my team to delve into the details, answer their questions and leave them excited by the opportunities of AI, rather than the threat of the unknown. I would highly recommend this training, and I am already considering inviting Andrew back in six months, to discuss what we’ve achieved since the first session and learn about how the AI landscape continues to move at pace.  
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SAVE  
TIME  
AND  
MONEY

James Banks, AECOM, An Introduction to AI in PR & Communications



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