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STRATEGIC PR IN THE AGE OF INSTANT NEWS

Start Date:	20/09/2026	**End Date:**	24/09/2026
Categories:	Public Relations & Market	**Venues:**	Cairo
Formats:	In Person	**Instructors:**	

OVERVIEW

This course prepares communication professionals to lead in a fast-paced, high-stakes media landscape. It covers proactive and crisis PR strategies, digital media management, stakeholder messaging, and building trust through transparency and speed.

OBJECTIVES

By the end of this course, participants will be able to: – Navigate today’s 24/7 news cycle and social media amplification. – Craft clear, compelling messages that resonate with media and the public. – Prepare for and manage PR crises with speed, structure, and control. – Build trusted relationships with journalists and digital influencers. – Align PR efforts with corporate reputation and leadership voice.

COURSE OUTLINE

1- Modern PR Landscape and Media Dynamics 2- Message Crafting and Spokesperson Preparation 3- Real-Time PR: Monitoring, Response & Engagement 4- Crisis Communication Frameworks 5- Strategic Storytelling and Reputation Building

TARGET AUDIENCE

All Supervisory Levels, Corporate communication professionals, PR officers, marketing heads, crisis managers, and executive spokespeople.

METHODOLOGY

Media response simulations, crisis scenario planning, messaging workshops, and influencer strategy labs.

CONCLUSION

Participants will walk away with a robust PR strategy to lead both proactive and reactive communication in today’s rapid-response era.

DAILY AGENDA

Day 1: PR in a Rapid News World

Understand how media has evolved and what it means for modern PR strategy.

Day 2: Crafting Core Messages

Develop clarity and confidence through concise, audience-relevant messaging.

Day 3: Speed & Social Media

Handle fast-moving narratives and stakeholder engagement across platforms.

Day 4: Crisis Playbook

Use frameworks to lead during communication crises with calm and control.

Day 5: Reputation as Strategy

Align brand, leadership, and PR strategy to build and protect long-term trust.

For more information, please contact us:
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