



Workshop on Public Relations Techniques & Communication Skills

May 19 – 23, 2025, 1st Run: Lagos & Abuja

November 10 – 14, 2025, 2nd Run: Lagos & Port Harcourt

For Tutor -Led Class: 9am – 4:30pm

Workshop fee: N300, 000 per Participant

For online: Delivery via Zoom

Online course fee: N250, 000 per Participant

Available for In-plant Training

**700 U\$D for foreign
Participants**

Program Overview:

Public Relations (PR) professionals should be prepared to use their skills to present a positive image of their company at all times. They must be prepared to respond quickly to any crisis that may arise. By putting the right effort into building a solid reputation during good times your business will be able to withstand the negative press if a crisis were to arise. Participants on this course will understand their role as PR professionals, acquire verbal and written communication techniques, and get the ability to evaluate crisis situations and deal with the media while promoting the reputation of the organization.

For whom:

This program is designed for public relations officers and other key personnel in the organization whose work involves contact and interaction with the internal and external public, particularly managers and supervisors in the areas of personnel, marketing, sales, training and administration. Managers and employees involved in media activities will also benefit from this course.

Learning objectives:

At the end of the course, participants will be able to:

- analyze and assess the latest PR concepts and strategies in a variety of contexts;
- appraise certain PR techniques and approaches appropriately in order to link them to the working environment;
- demonstrate key PR skills relating to verbal and written communication as well as editorial, layout and production techniques;
- apply the main media skills in PR;
- prepare, present and deliver effective oral messages in public; and
- use their PR skills as promotional tools.

Course outline:

Day 1: PR concepts

Criteria for successful PR

PR tools

Definition, roles and situations

Qualities for successful PR staff

Human Capital Associates Global Consult Ltd is Accredited by Nigeria Council for Management Development (NCMD)

Lagos: Human Capital Associates Global Consult Ltd: Acme House 2nd Floor, Ogba Industrial Scheme, Ogba, Ikeja – Lagos

Website: www.hcaglobalconsult.com: Email: info@hcaglobalconsult.com, hcaglobalconsult@gmail.com

Tel: Office Lines: Mon – Fri | 8am-5pm | +234-8051365946, +234-7087578814 (Office Lines)

24/7 Lines: +234-8068933608 (WhatsApp), +234-8029170491 & +234-8145745664(WhatsApp) & +234-9112830607

Day 2: PR and communication skills

Importance of communication in PR
The PR officer as communicator, Exchange of messages
Models of communication process
Overcoming communication barriers
Importance of body language in PR activities
Definition of effective writing, Use of clear language
Writing memos, letters
Preparing colorful newsletters
Designing and preparing attractive brochures

Day 3: PR responsibilities

Corporate image identity and reputation
Benefits of an effective corporate image
Internal and external spheres
Forming a corporate image on the spheres

Day 4: PR and the media Techniques

Definition of media
Types of media, Recorded and live interviews
Behavior during media interviews
PR and the media: the tools
Press conferences, preparing press kits
Preparing press releases, dealing with the media
Building good relations with the media
Dealing with the press during times of crisis

Day 5: Presentation skills and delivering a speech

Key characteristics of dynamic speakers
Importance of preparation
Selecting a topic and purpose
Analyzing the audience, rehearsing the speech
Public speaking anxiety
Verbal characteristics and eye contact

Training Methodology

Lectures, discussions, exercises, and case studies will be used to reinforce these teaching/learning methods.

LOCATIONS

1 - HCA Learning Centre. Acme House 2nd Floor, 23, Acme Road, Ogba, Industrial Scheme, Ikeja, Lagos, Nigeria

2 - Pearls Learning Hub, Plot 756, Opposite Divine Hand of God Ministry, Area 1, Garki, Abuja.

3 – Pakiri hotel Ltd., 4 Okwuruola Street, off Stadium Road, Rumuola, Port Harcourt, Rivers State.

Open Course Fee: N300, 000
In-plant Fee Negotiable

WORKSHOP FEE:

N300, 000 per participant, VAT –N22, 500

Note: this covers Workshop Fee, Tea/coffee break, Lunch, course materials and certificate of attendance.

Payment should be made into our Accounts:

Account Name: Human Capital Associates Global Consult Ltd.

Union Bank of Nig. PLC: Account No: 0097961537

First Bank of Nig. PLC: Account No: 2033683960

Keystone Bank Ltd.: Account No: 1007150325

**For Booking / Enquiry, Call: 234-8051365946, 234-7087578814
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