



Workshop on Public Relations Management

May 12 – 16, 2025, 1st Run: Lagos & Port Harcourt

November 3 – 7, 2025, 2nd Run: Lagos & Abuja

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 US\$ for foreign
Participants**

Program overview:

This program on Public Relations Management provides a comprehensive overview of the principles, strategies, and practical applications of effective public relations (PR) in contemporary business and organizational contexts. Participants will gain insights into the pivotal role PR plays in shaping public perception, building brand reputation, and fostering positive stakeholder relationships. At the end of this course participants will have gained a robust understanding of PR principles and techniques. They will be equipped with the skills to plan and execute effective PR campaigns, manage media relations, and navigate PR challenges within their respective organizations.

For whom:

This course is designed for professionals aspiring to enhance their PR skills such as Marketing and communications professionals, corporate communications managers, PR Managers and Executives in agencies or organizations, Business owners and Anyone interested in advancing their PR skills seeking to improve their brand reputation will benefit from this course.

Learning objectives:

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

- define the role and importance of PR in organizational communication strategies.
- craft effective PR messages for various stakeholders.
- tailor messages to different media channels (traditional media, social media, etc.).
- explore techniques for building and maintaining relationships with journalists and media outlets.
- practice drafting press releases, media advisories, and handling media inquiries.
- identify potential PR crises and develop strategies for managing them.
- explain how PR contributes to shaping public perception and organizational reputation.
- explore digital tools and analytics for monitoring and measuring PR campaigns.
- discuss ethical considerations in PR practices.
- identify key performance indicators (KPIs) for evaluating pr campaigns.

Course Outline:

Day 1: Module 1: Introduction to Public Relations

- Overview of Public Relations
- Importance and Objectives of PR
- Evolution of PR Practices
- Ethics and Legal Considerations in PR

Module 2: Strategic PR Planning

- Understanding Stakeholders and Audiences
- Setting PR Objectives and Goals

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

- Developing PR Strategies and Tactics
- Creating PR Campaigns

Day 2: Module 1: Media Relations

- Building Relationships with Journalists and Media Outlets
- Writing Press Releases and Media Pitches
- Conducting Media Interviews and Press Conferences
- Monitoring Media Coverage and Analyzing Results

Module 2: Digital PR and Social Media

- Importance of Digital PR in the Modern Landscape
- Social Media Strategy and Management
- Online Reputation Management
- Leveraging Digital Tools for PR Campaigns

Day 3: Module 1: Crisis Communication

- Understanding Crisis Communication Planning
- Identifying Potential PR Crises
- Developing Crisis Response Strategies
- Case Studies and Best Practices in Crisis Management

Module 2: Corporate Social Responsibility (CSR)

- Role of PR in CSR Initiatives
- Communicating CSR Efforts Effectively
- Integrating CSR into PR Campaigns
- Evaluating the Impact of CSR on Reputation

Day 4: Module 1: Internal Communications

- Importance of Internal PR
- Strategies for Effective Internal Communication
- Employee Engagement and Advocacy Programs
- Measuring the Effectiveness of Internal PR

Module 2: PR Metrics and Evaluation

- Key PR Metrics and KPIs
- Methods for Measuring PR Effectiveness
- Using Data to Inform PR Strategies
- Continuous Improvement in PR Practices

Day 5: Module 1: Global and Cultural Considerations in PR

- Managing PR Across Different Cultures
- Adapting PR Strategies for Global Audiences
- Handling International PR Campaigns
- Ethical Implications in Global PR

Module 2: Future Trends in PR

- Emerging Technologies and Their Impact on PR
- Innovations in PR Campaigns
- Adapting to Changing Media Landscapes

Training Methodology: Lectures, discussions, exercises, and case studies will be used to reinforce these teachings/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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