XCELERATE TRAINING INSTITUTE

your learning & development partner

PUBLIC SECTOR MANAGEMENT

Advanced Public Relations Management Training Course

DURATION	LANGUAGE	FORMAT
5 days	**English**	**Classroom / Online**

Upcoming dates

Dates	Venue	Format	Fee
26 – 30 Apr 2027	Live online	Online (live)	**€1,200**
3 – 7 May 2027	Berlin	Classroom	**€4,800**
4 – 8 Oct 2027	Live online	Online (live)	**€1,200**

Register or ask a question

Online: x8ti.com/course/advanced-public-relations-management-training-course/

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Advanced Public Relations Management Training Course

Introduction

Human interaction is essential to all businesses, regardless of automation levels. This course by Xcelerate Training Institutes focuses on practical relationship management for building long-lasting and impactful networks. Participants will learn to analyze their communication skills, build strong relationships, and apply these skills in their workplace. The course emphasizes the importance of relationships in achieving organizational goals and personal success.

Learning Objectives

Upon completion, participants will be able to:

- Understand the context of communication and relationships.
- Identify and leverage relationship opportunities for achieving goals.
- Recognize the role of trust in successful relationships.
- Expand their network of influence.
- Analyze stakeholders and build strong relationships.

Training Methodology

This interactive course combines lectures, discussions, role-plays, case studies, and self-evaluation. It follows a practical learning approach of doing, reviewing, learning, and applying.

Benefits for Your Organisation

Organizations benefit from this course by developing skilled relationship managers, gaining a competitive advantage, increasing employee satisfaction, improving conflict management, and preventing relationship-related issues.

Benefits for You

Participants will appreciate the value of relationship management, understand different personality types, differentiate between conflicts and disagreements, and learn effective relationship management techniques.

Who Should Attend

This course is designed for managers, supervisors, and anyone seeking to improve their networking and influencing skills. It benefits employees at all levels who interact with others and value strong relationships.

Course Outline

Relationships and the Trust Factor

- Factors influencing relationships and networks
- Understanding human relationships
- The importance of trust in relationships

- The need for building relationships and networks

Relationships and Communication

- Effective communication elements
- Organizing thoughts and ideas
- The importance of assertiveness
- Building rapport and likeability

Relating to Hearts and Minds

- Creating persuasive messages
- Adapting messages to different audiences
- Communicating with difficult people
- Managing stakeholder expectations
- Selling ideas and communicating challenging topics

Building and Influencing Relationships

- Power and influence dynamics
- Developing successful relationships
- Seeking feedback and different perspectives
- Investing in relationships
- Managing difficult relationships
- Understanding and utilizing influence strategies

Successful Networking

- Expanding and building networks
- Effective business and professional networking
- Benefits of networking

Personal Action Plan

- Self-awareness and evaluation
- Developing a personal action plan

Communication and Conflict Management

- Active listening and feedback
- Coaching versus counseling
- Effective communication strategies
- Understanding conflict and conflict management styles
- Collaborative problem-solving

Conducting Effective Meetings

- Types and purposes of meetings
- Meeting planning and execution
- Post-meeting actions

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Registration Form

Advanced Public Relations Management Training Course

Preferred dates: ..... Venue or online: .....

Duration: 5 days Language: .....

Please complete and email this form to us, or register online. We confirm your place and send the invoice within one working day.

Delegate information

Full name (Mr / Ms / Dr / Eng): .....

Position: ..... Telephone / mobile: .....

Official email: ..... Personal email: .....

Company information

Company name: .....

Address: .....

City / country: ..... VAT / tax number: .....

Person responsible for training & development

Full name (Mr / Ms / Dr / Eng): .....

Position: ..... Telephone / mobile: .....

Email: .....

Payment

☐ Please invoice me ☐ Please invoice my company

Signature: ..... Date: .....

Call
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Email this form
info@x8ti.com

Register online
Open the course page