XCELERATE TRAINING INSTITUTE

your learning & development partner

PUBLIC RELATIONS

Digital PR and Online Reputation Management Training Course

Monitoring, Protecting and Building Reputation Online

DURATION	LANGUAGE	FORMAT	COURSE CODE
3 days	English or Arabic	Classroom / Online	PRT-102

Upcoming dates

Dates	Venue	Format	Fee
18 – 20 Jan 2027	Live online	Online (live)	€900
22 – 24 Feb 2027	Dubai	Classroom	€2,600
3 – 5 May 2027	Geneva	Classroom	€3,200
26 – 28 Jul 2027	Live online	Online (live)	€900
9 – 11 Aug 2027	Istanbul	Classroom	€2,600
15 – 17 Nov 2027	Kuala Lumpur	Classroom	€3,900

Register or ask a question

Online: x8ti.com/course/digital-pr-and-online-reputation-management-training…

+491631686678 · info@x8ti.com

Digital PR and Online Reputation Management Training Course

Introduction

Reputation is now shaped online: on social media, review sites, news portals and search results. A single post can go viral, and negative content can follow an organisation for years.

This course teaches participants how to build reputation through digital PR, monitor online conversations, respond to criticism and manage online crises.

Learning Objectives

By the end of this course, participants will be able to:

- Understand how online reputation is formed
- Plan digital PR campaigns
- Monitor online conversations and sentiment
- Respond effectively to criticism and reviews
- Manage online crises
- Measure digital PR results

Training Methodology

This course combines short expert presentations with practical exercises, case studies from the Gulf and international organisations, group discussions and work with real templates and tools. Participants are encouraged to bring examples from their own work so that the learning can be applied immediately.

Participants analyse real online reputation cases and plan a digital PR campaign.

Benefits for Your Organisation

- Stronger online reputation
- Faster response to online issues
- Positive digital media coverage
- Measurable PR results

Benefits for You

- Digital PR planning skills
- Social listening techniques
- Response frameworks
- Online crisis management skills

Who Should Attend

This course is designed for:

- PR and communication professionals

- Social media managers
- Marketing managers
- Customer experience teams
- Government communication officers

Course Outline

Day 1: Digital Reputation

- How reputation forms online
- Search, social and review platforms
- Influencers and digital media
- Social listening tools
- Sentiment analysis

Day 2: Digital PR Campaigns

- Digital PR strategy
- Content that earns coverage
- Working with online media and influencers
- Search visibility
- Measuring results

Day 3: Responding and Recovering

- Responding to criticism and reviews
- Online crisis escalation
- Crisis response playbook
- Recovering reputation
- Campaign presentation

Copyright and intellectual property
This course, "Digital PR and Online Reputation Management Training Course", is an original course by Xcelerate Training Institute. All materials, content and structure are the intellectual property of Xcelerate Training Institute. Reproduction, distribution or use of any part of this course without written consent is prohibited.

Registration Form

Digital PR and Online Reputation Management Training Course

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

Duration: 3 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	Email this form	Register online
+491631686678	info@x8ti.com	Open the course page