XCELERATE TRAINING INSTITUTE

your learning & development partner

COMMUNICATION & WRITING SKILLS

Writing for PR: Press Releases, Speeches and Content Training Course

Writing Clear, Engaging Content for Media, Leaders and Digital Channels

DURATION	LANGUAGE	FORMAT	COURSE CODE
3 days	English or Arabic	Classroom / Online	PRT-106

Upcoming dates

Dates	Venue	Format	Fee
8 – 10 Mar 2027	Dubai	Classroom	€2,600
3 – 5 May 2027	Live online	Online (live)	€900
21 – 23 Jun 2027	Geneva	Classroom	€3,200
27 – 29 Sep 2027	Istanbul	Classroom	€2,600
8 – 10 Nov 2027	Live online	Online (live)	€900
6 – 8 Dec 2027	Kuala Lumpur	Classroom	€3,900

Register or ask a question

Online: x8ti.com/course/writing-for-pr-press-releases-speeches-and-content-t…

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Writing for PR: Press Releases, Speeches and Content Training Course

Introduction

Communication professionals write constantly: press releases, statements, speeches, articles, social posts and internal messages. Clear, engaging writing gets coverage, supports leaders and builds reputation.

This practical course develops writing skills for public relations, with exercises in news writing, speeches, op-eds and digital content, and guidance on using AI tools responsibly.

Learning Objectives

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

- Write newsworthy press releases and statements
- Draft speeches and talking points for leaders
- Write opinion articles and feature stories
- Adapt content for digital and social channels
- Edit for clarity, tone and accuracy
- Use AI writing tools responsibly

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 write and edit real PR pieces with individual feedback.

Benefits for Your Organisation

- Higher-quality communication materials
- More media coverage
- Better support for leaders
- Consistent organisational voice

Benefits for You

- Stronger PR writing skills
- Templates for common PR formats
- Editing techniques
- Confidence writing for leaders

Who Should Attend

This course is designed for:

- PR and communication officers

- Content writers
- Executive assistants writing for leaders
- Government communication staff
- Marketing professionals

Course Outline

Day 1: News Writing

- What makes news
- Press release structure
- Headlines and leads
- Statements and media advisories
- Writing exercise

Day 2: Writing for Leaders

- Speeches and talking points
- Opinion articles
- Feature stories and case studies
- Tone and voice
- Writing exercise

Day 3: Digital Content and Editing

- Writing for websites and social media
- Video scripts
- Editing and proofreading
- AI writing tools and their limits
- Portfolio review

Copyright and intellectual property
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Registration Form

Writing for PR: Press Releases, Speeches and Content 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: .....

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info@x8ti.com

Register online
Open the course page