



PRCA TRAINING

TRAINING COURSES

JUNE 2021 - DECEMBER 2021

NEW COURSES

At PRCA Training, we're always looking to offer the highest quality training to help you develop your skills.

With industry-leading trainers and experts, you're guaranteed to find a course that will grow your potential and push your career to the next level.

Take a look below for some brand-new courses we're launching this year.

INTERMEDIATE COURSES

[Content Marketing: Creative Strategy Tips to Drive Conversation](#)

[Making Change: How Corporate and Brand Activism Works](#)

[Planning, Messaging, Positioning and Targeting for start ups](#)

[Branding and start ups](#)

[Developing a Strategic Mindset](#)

ADVANCED COURSES

[Issues & Crisis: Putting the human imperative front and centre](#)

[The Changing British Voter](#)

[Crisis Management Secrets from an Editorial Lawyer](#)

[Mastering the Art of Memorable Moderation & Facilitation](#)

[Successful Meetings](#)

PERSONAL SKILLS

[Virtual Onboarding Workshop](#)

[Racial Equity and Culture Change for Leaders](#)

[Future Leaders Programme](#)



THE RETURN OF FACE TO FACE TRAINING

We are delighted to be able to introduce a selection of courses to London for a face-to-face training session.

Meet, collaborate, and grow with others in a traditional classroom setting.

See our London Training courses below.

FACE TO FACE COURSES

[Selling into the Media](#)
2nd September 2021

[Growing Your Own Gravitas:
Confidence and Credibility for
Women in PR and
Communications](#)
9th September 2021

[Presentation Skills](#)
22nd September 2021

[Client Management: A strategic
guide to successful client
relationships](#)
20th October 2021

[Account Management](#)
28th October 2021

[Honing Your Copywriting Skills](#)
2nd November 2021

[Effective Leadership - Skills and
behaviours needed to deliver
efficiency and results](#)
4th November 2021

[Producing Thought Leadership
That Actually Works](#)
25th November 2021

[Planning a Strategic PR
Campaign](#)
1st December 2021

Course	Date	Level	Format
<u>Introduction to PR and Communications</u>	01-06-21 9:30 - 17:00	Introductory	Virtual Classroom
<u>Successful New Business Pitching</u>	01-06-21 9:30 - 17:00	Advanced	Virtual Classroom
<u>Getting Maximum Impact from a Disappearing PR and Communications Budget</u>	01-06-21 15:00 - 16:30	Intermediate	Webinar
<u>Project Management</u>	02-06-21 9:30 - 17:00	Introductory	Virtual Classroom
<u>*NEW* Issues & Crisis: Putting the human imperative front and centre</u>	02-06-21 9:30 - 13:00	Advanced	Virtual Classroom
<u>Ethics in PR and Communications</u>	02-06-21 15:00 - 16:30	Intermediate	Webinar
<u>Parliament and Public Affairs</u>	03-06-21 9:30 - 12:30	Intermediate	Virtual Classroom
<u>* NEW* The Changing British Voter</u>	04-06-21 9:30 - 13:00	Advanced	Virtual Classroom
<u>Developing a Communication Strategy</u>	08-06-21 9:30 - 12:30	Advanced	Virtual Classroom
<u>Growing Your Own Gravitas: Confidence and Credibility for Women in PR and Communications</u>	08-06-21 10:00 - 16:00	Personal Skills	Virtual Classroom
<u>Honing Your Copywriting Skills</u>	09-06-21 9:30 - 17:00	Intermediate	Virtual Classroom
<u>* NEW* Reddit: Tips and Trends for Digital PR and Social Media Campaigns</u>	09-06-21 10:00 - 12:30	Intermediate	Virtual Classroom
<u>Using Video in Social Media for PR and Communications</u>	09-06-21 10:30 - 12:00	Introductory	Webinar
<u>Managing an In-House Team</u>	10-06-21 9:30 - 17:00	Advanced	Virtual Classroom
<u>Mastering the Art of Memorable Moderation & Facilitation</u>	10-06-21 9:30 - 13:00	Advanced	Virtual Classroom
<u>Selling into the Media</u>	15-06-21 9:30 - 17:00	Introductory	Virtual Classroom
<u>Future Leaders Programme - Cohort 2</u>	15-06-21 9:30 - 17:00	Advanced	Virtual Classroom
<u>Motivating and Leading PR and Communications Teams</u>	16-06-21 9:30 - 17:00	Advanced	Virtual Classroom
<u>Future Leaders Programme</u>	16-06-21 9:30 - 17:00	Advanced	Virtual Classroom
<u>Press Releases to Tweets: Writing for different media</u>	16-06-21 10:00 - 17:00	Intermediate	Virtual Classroom
<u>Presentation Skills</u>	17-06-21 9:30 - 17:00	Personal Skills	Virtual Classroom

Course	Date	Level	Format
<u>Account Management</u>	17-06-21 9:30 - 17:00	Intermediate	Virtual Classroom
<u>Planning a Strategic PR Campaign</u>	22-06-21 9:30 - 17:00	Intermediate	Virtual Classroom
<u>Managing Performance to Improve Productivity</u>	22-06-21 9:30 - 17:00	Advanced	Virtual Classroom
<u>Running an Effective Political Campaign</u>	22-06-21 15:00 - 16:30	Intermediate	Webinar
<u>Confidence, Clarity, Control – How to become a brilliant spokesperson</u>	23-06-21 9:30 - 13:30	Intermediate	Virtual Classroom
<u>Influencer Relations</u>	23-06-21 10:30 - 12:00	Intermediate	Webinar
<u>Developing a digital strategy</u>	24-06-21 9:30 - 17:00	Intermediate	Virtual Classroom
<u>* NEW* TikTok: Tips and Trends for Digital PR and Social Media Campaigns</u>	29-06-21 10:00 - 12:30	Intermediate	Virtual Classroom
<u>The Savvy Account Director</u>	30-06-21 9:30 - 17:00	Intermediate	Virtual Classroom
<u>Growing Your Own Gravitas: Confidence and Credibility for Women in PR and Communications</u>	30-06-21 10:00 - 16:00	Personal Skills	Virtual Classroom
<u>Creativity in B2B PR and Communications</u>	01-07-21 9:30 - 13:00	Intermediate	Virtual Classroom
<u>* NEW* Virtual Onboarding Workshop</u>	01-07-21 10:00 - 13:01	Personal Skills	Virtual Classroom
<u>The Trusted Advisor: How to Win and Retain Clients' Confidence</u>	01-07-21 15:00 - 16:30	Intermediate	Webinar
<u>Crisis Communications Management</u>	02-07-21 9:30 - 17:00	Intermediate	Virtual Classroom
<u>Stakeholder Relationship Management</u>	05-07-21 9:30 - 17:00	Advanced	Virtual Classroom
<u>Successful B2B Client Relationships</u>	06-07-21 9:30 - 13:00	Intermediate	Virtual Classroom
<u>*NEW* Making Change: How Corporate and Brand Activism Works</u>	06-07-21 10:00 - 13:00	Intermediate	Virtual Classroom
<u>Getting to Grips with Grammar</u>	06-07-21 10:30 - 12:00	Introductory	Webinar
<u>Introduction to Writing for PR and Communications Practitioners</u>	06-07-21 15:00 - 16:30	Introductory	Webinar
<u>*NEW* Planning, Messaging, Positioning and Targeting for start ups</u>	07-07-21 9:30 - 12:30	Intermediate	Virtual Classroom
<u>Presentation Skills</u>	07-07-21 9:30 - 17:00	Personal Skills	Virtual Classroom

Course	Date	Level	Format
<u>Advanced Public Affairs</u>	08-07-21 9:30 - 12:30	Advanced	Virtual Classroom
<u>Productive Conflict and Difficult Conversations</u>	08-07-21 9:30 - 13:30	Advanced	Virtual Classroom
<u>Developing an Internal Communications and Engagement Strategy</u>	13-07-21 9:30 - 17:00	Intermediate	Virtual Classroom
<u>Producing Thought Leadership That Actually Works</u>	14-07-21 9:30 - 12:30	Advanced	Virtual Classroom
<u>How to Manage your Time and Workload more Effectively</u>	14-07-21 15:00 - 16:30	Personal Skills	Webinar
<u>Improving your Proofreading and Editing Skills</u>	15-07-21 9:30 - 17:00	Intermediate	Virtual Classroom
<u>Introduction to Google Analytics for PR and Communications</u>	15-07-21 10:30 - 12:00	Intermediate	Webinar
<u>Client Management: A strategic guide to successful client relationships</u>	20-07-21 9:30 - 17:00	Intermediate	Virtual Classroom
<u>Media Training and Media Interview Skills</u>	20-07-21 9:30 - 17:00	Intermediate	Virtual Classroom
<u>An Introduction to the Public Affairs Code</u>	20-07-21 14:00 - 15:00	Introductory	Webinar
<u>Writing Effective Press Releases</u>	21-07-21 9:30 - 17:00	Introductory	Virtual Classroom
<u>Women in Senior Leadership: A guide to taking charge of your career</u>	21-07-21 15:00 - 16:30	Advanced	Webinar
<u>Mastering Persuasion and Influence</u>	22-07-21 9:30 - 17:00	Personal Skills	Virtual Classroom
<u>Crisis PR and Communications in a Digital World</u>	27-07-21 15:00 - 16:30	Intermediate	Webinar
<u>Brand and Brand Storytelling</u>	28-07-21 10:30 - 15:00	Intermediate	Virtual Classroom
<u>Harnessing the Power of Twitter for PR and Communications</u>	28-07-21 15:00 - 16:30	Introductory	Webinar
<u>Introduction to PR and Communications</u>	29-07-21 9:30 - 17:00	Introductory	Virtual Classroom
<u>Two-Day Crisis Management Masterclass</u>	29-07-21 9:30 - 17:00	Advanced	Virtual Classroom
<u>Measuring and Evaluating PR Campaigns</u>	29-07-21 10:30 - 12:00	Intermediate	Webinar
<u>Effective Leadership - Skills and behaviours needed to deliver efficiency and results</u>	03-08-21 9:30 - 17:00	Advanced	Virtual Classroom
<u>Planning a Strategic PR Campaign</u>	03-08-21 9:30 - 17:00	Intermediate	Virtual Classroom

Course	Date	Level	Format
<u>Successful Media Messages</u>	03-08-21 10:30 - 12:00	Intermediate	Webinar
<u>You and your clients: A coaching session</u>	04-08-21 9:30 - 12:30	Advanced	Virtual Classroom
<u>Introduction to Management</u>	04-08-21 9:30 - 17:00	Intermediate	Virtual Classroom
<u>Selling into the Media</u>	05-08-21 9:30 - 17:00	Introductory	Virtual Classroom
<u>LinkedIn for PR and personal branding</u>	05-08-21 10:30 - 12:00	Intermediate	Webinar
<u>Account Management</u>	06-08-21 9:30 - 17:00	Intermediate	Virtual Classroom
<u>Making Great PR Campaigns with Instagram</u>	09-08-21 15:00 - 16:30	Introductory	Webinar
<u>Implementing A Social Media Audit</u>	10-08-21 10:30 - 12:00	Intermediate	Webinar
<u>Beyond Emotional Intelligence</u>	10-08-21 10:00 - 16:00	Advanced	Virtual Classroom
<u>Developing a digital strategy</u>	11-08-21 9:30 - 17:00	Intermediate	Virtual Classroom
<u>*NEW* Branding and start ups</u>	12-08-21 9:30 - 12:30	Intermediate	Virtual Classroom
<u>How does SEO work? A guide for PR and Communications Practitioners</u>	17-08-21 10:30 - 12:00	Intermediate	Webinar
<u>Climbing the PR and Communications Career Ladder</u>	19-08-21 15:00 - 16:30	Personal Skills	Webinar
<u>Budget Management</u>	24-08-21 9:30 - 17:00	Introductory	Virtual Classroom
<u>Creativity - transform your capability</u>	24-08-21 10:30 - 15:00	Intermediate	Virtual Classroom
<u>Understanding Finance</u>	24-08-21 10:30 - 12:00	Advanced	Webinar
<u>Honing Your Copywriting Skills</u>	25-08-21 9:30 - 17:00	Intermediate	Virtual Classroom
<u>Introduction to PR and Communications</u>	25-08-21 9:30 - 17:00	Introductory	Virtual Classroom
<u>Presentation Skills</u>	26-08-21 9:30 - 17:00	Personal Skills	Virtual Classroom
<u>Mastering Measurement for More Effective Communications</u>	26-08-21 9:30 - 12:30	Advanced	Virtual Classroom
<u>Lead Generation - Planning for gold</u>	01-09-21 9:30 - 12:30	Intermediate	Virtual Classroom

Course	Date	Level	Format
<u>Managing an Agency – Part 1</u>	01-09-21 10:00 - 17:00	Advanced	Virtual Classroom
<u>Selling into the Media</u>	02-09-21 9:30 - 17:00	Introductory	London (F2F)
<u>Behavioural Economics – The science behind successful PR</u>	02-09-21 15:00 - 16:30	Advanced	Webinar
<u>Business Development Planning and Strategy</u>	07-09-21 9:30 - 17:00	Intermediate	Virtual Classroom
<u>Better Pitching</u>	07-09-21 9:30 - 12:30	Intermediate	Virtual Classroom
<u>Introduction to Public Affairs</u>	07-09-21 10:30 - 12:00	Introductory	Webinar
<u>Successful Networking</u>	08-09-21 9:30 - 12:30	Personal Skills	Virtual Classroom
<u>Developing a digital strategy</u>	08-09-21 9:30 - 17:00	Intermediate	Virtual Classroom
<u>Successful Media Relations</u>	09-09-21 10:30 - 12:00	Intermediate	Webinar
<u>Growing Your Own Gravitas: Confidence and Credibility for Women in PR and Communications</u>	09-09-21 10:00 - 16:00	Personal Skills	London (F2F)
<u>Communicate for Impact: Get better results from all your meetings, teleconferences, and emails</u>	14-09-21 9:30 - 12:30	Personal Skills	Virtual Classroom
<u>Project Management</u>	14-09-21 9:30 - 17:00	Introductory	Virtual Classroom
<u>Women in Senior Leadership: A guide to taking charge of your career</u>	14-09-21 10:30 - 12:00	Advanced	Webinar
<u>Planning a Strategic PR Campaign</u>	15-09-21 9:30 - 17:00	Intermediate	Virtual Classroom
<u>Developing a Communication Strategy</u>	15-09-21 9:30 - 12:30	Advanced	Virtual Classroom
<u>Crisis Management – Practical tips for reputation, recovery and rebuilding</u>	15-09-21 15:00 - 16:30	Intermediate	Webinar
<u>Managing an Agency – Part 2</u>	16-09-21 10:00 - 17:00	Advanced	Virtual Classroom
<u>Account Management</u>	21-09-21 9:30 - 17:00	Intermediate	Virtual Classroom
<u>Press Releases to Tweets: Writing for different media</u>	21-09-21 10:00 - 17:00	Introductory	Virtual Classroom
<u>Ethics in PR and Communications</u>	21-09-21 10:30 - 12:00	Intermediate	Webinar
<u>Presentation Skills</u>	22-09-21 9:30 - 17:00	Personal Skills	London (F2F)

Course	Date	Level	Format
<u>The Right Way to use Facebook for PR and Communications</u>	22-09-21 10:30 - 12:00	Intermediate	Webinar
<u>Exemplary People Management</u>	23-09-21 9:30 - 17:00	Intermediate	Virtual Classroom
<u>Developing an Internal Communications and Engagement Strategy</u>	28-09-21 9:30 - 17:00	Intermediate	Virtual Classroom
<u>Managing Performance to Improve Productivity</u>	28-09-21 9:30 - 17:00	Advanced	Virtual Classroom
<u>How to Win Clients in a World Challenged by COVID-19</u>	29-09-21 9:30 - 13:00	Advanced	Virtual Classroom
<u>Introduction to PR and Communications</u>	29-09-21 9:30 - 17:00	Introductory	Virtual Classroom
<u>Your Role in New Business Pitching</u>	29-09-21 10:30 - 12:00	Introductory	Webinar
<u>Advanced Public Affairs</u>	30-09-21 9:30 - 12:30	Advanced	Virtual Classroom
<u>Good B2B Media Writing</u>	30-09-21 9:30 - 17:00	Intermediate	Virtual Classroom
<u>Managing an Integrated Communications Campaign</u>	30-09-21 10:30 - 12:00	Intermediate	Webinar
<u>Successful New Business Pitching</u>	05-10-21 9:30 - 17:00	Intermediate	Virtual Classroom
<u>Selling into the Media</u>	05-10-21 9:30 - 17:00	Introductory	Virtual Classroom
<u>Building an Internal Communications Campaign that Works</u>	05-10-21 10:30 - 12:00	Intermediate	Webinar
<u>Developing a digital strategy</u>	06-10-21 9:30 - 17:00	Intermediate	Virtual Classroom
<u>Crisis Communications Management</u>	06-10-21 9:30 - 17:00	Intermediate	Virtual Classroom
<u>Introduction to Management</u>	07-10-21 9:30 - 17:00	Intermediate	Virtual Classroom
<u>Creativity in B2B PR and Communications</u>	07-10-21 9:30 - 13:00	Intermediate	Virtual Classroom
<u>*NEW* Developing a Strategic Mindset</u>	07-10-21 15:00 - 16:30	Intermediate	Webinar
<u>How to Nail the Creative Process from Start to Finish</u>	12-10-21 9:30 - 13:30	Introductory	Virtual Classroom
<u>Getting Maximum Impact from a Disappearing PR and Communications Budget</u>	12-10-21 10:30 - 12:00	Intermediate	Webinar
<u>Developing the Best Version of Yourself</u>	12-10-21 10:30 - 13:00	Personal Skills	Virtual Classroom

Course	Date	Level	Format
<u>Mastering Persuasion and Influence</u>	13-10-21 9:30 - 17:00	Personal Skills	Virtual Classroom
<u>Managing an In-House Team</u>	13-10-21 9:30 - 17:00	Advanced	Virtual Classroom
<u>Personal Branding and Impact</u>	14-10-21 9:30 - 12:30	Personal Skills	Virtual Classroom
<u>Getting to Grips with Grammar</u>	14-10-21 10:30 - 12:00	Introductory	Webinar
<u>Employee Change Communications</u>	14-10-21 10:00 - 12:30	Intermediate	Virtual Classroom
<u>Introduction to Writing for PR and Communications Practitioners</u>	14-10-21 15:00 - 16:30	Introductory	Webinar
<u>Self-Knowledge, Emotional Intelligence, and Resilience Masterclass</u>	15-10-21 9:30 - 17:00	Personal Skills	Virtual Classroom
<u>Improving your Proofreading and Editing Skills</u>	19-10-21 9:30 - 17:00	Intermediate	Virtual Classroom
<u>Establishing Communications Strategies to Expand your Client's Localism and CSR Agendas</u>	19-10-21 10:30 - 12:30	Intermediate	Webinar
<u>Client Management: A strategic guide to successful client relationships</u>	20-10-21 9:30 - 17:00	Intermediate	London (F2F)
<u>Anti Racist Mindsets in the Workplace</u>	20-10-21 9:30 - 12:30	Personal Skills	Virtual Classroom
<u>Running an Effective Political Campaign</u>	20-10-21 15:00 - 16:30	Intermediate	Webinar
<u>*NEW* Crisis Management Secrets from an Editorial Lawyer</u>	21-10-21 9:30 - 12:30	Advanced	Virtual Classroom
<u>Productive Conflict and Difficult Conversations</u>	21-10-21 9:30 - 13:30	Personal Skills	Virtual Classroom
<u>The Tweet-Suite: Using Twitter to turbo charge your PR and Communications Campaigns</u>	21-10-21 10:30 - 12:00	Advanced	Webinar
<u>Introduction to PR and Communications</u>	26-10-21 9:30 - 17:00	Introductory	Virtual Classroom
<u>*NEW* Issues & Crisis: Putting the human imperative front and centre</u>	26-10-21 9:30 - 13:00	Advanced	Virtual Classroom
<u>Gaining Coverage in a Digital Media World</u>	26-10-21 10:30 - 12:00	Intermediate	Webinar
<u>Becoming Confident and Assertive</u>	27-10-21 9:30 - 13:30	Personal Skills	Virtual Classroom
<u>The Savvy Account Director</u>	27-10-21 9:30 - 17:00	Intermediate	Virtual Classroom
<u>Account Management</u>	28-10-21 9:30 - 17:00	Intermediate	London (F2F)

Course	Date	Level	Format
<u>*NEW* PR Agency Finances for Account Managers</u>	28-10-21 10:30 - 12:00	Intermediate	Webinar
<u>Narrative by Numbers: How to tell powerful and purposeful stories with data</u>	02-11-21 9:30 - 13:30	Advanced	Virtual Classroom
<u>Honing Your Copywriting Skills</u>	02-11-21 9:30 - 17:00	Introductory	London (F2F)
<u>The Trusted Advisor: How to Win and Retain Clients' Confidence</u>	02-11-21 15:00 - 16:30	Intermediate	Webinar
<u>Selling into the Media</u>	03-11-21 9:30 - 17:00	Introductory	Virtual Classroom
<u>TikTok: Tips and Trends for Digital PR and Social Media Campaigns</u>	03-11-21 10:00 - 12:30	Intermediate	Virtual Classroom
<u>Purposeful Communication and Communicating Purpose</u>	03-11-21 10:30 - 12:00	Intermediate	Webinar
<u>Effective Leadership - Skills and behaviours needed to deliver efficiency and results</u>	04-11-21 9:30 - 17:00	Advanced	London (F2F)
<u>Creating and Curating Compelling Content for Social Media</u>	04-11-21 10:30 - 12:00	Intermediate	Webinar
<u>The Power of Podcasting (Divided in 2 half days 05.11.21 + 12.11.21)</u>	05-11-21 9:30 - 13:00	Intermediate	Virtual Classroom
<u>Account Management</u>	09-11-21 9:30 - 17:00	Intermediate	Virtual Classroom
<u>Managing Clients</u>	09-11-21 10:00 - 16:00	Introductory	Virtual Classroom
<u>Influencer Relations</u>	09-11-21 10:30 - 12:00	Intermediate	Webinar
<u>Press Releases to Tweets: Writing for different media</u>	10-11-21 10:00 - 17:00	Introductory	Virtual Classroom
<u>Social Media Metrics</u>	10-11-21 15:00 - 16:30	Intermediate	Webinar
<u>Parliament and Public Affairs</u>	11-11-21 9:30 - 12:30	Intermediate	Virtual Classroom
<u>Planning a Strategic PR Campaign</u>	11-11-21 9:30 - 17:00	Intermediate	Virtual Classroom
<u>LinkedIn for PR and personal branding</u>	11-11-21 10:30 - 12:00	Intermediate	Webinar
<u>You and your clients: A coaching session</u>	16-11-21 9:30 - 12:30	Advanced	Virtual Classroom
<u>Budget Management</u>	16-11-21 9:30 - 17:00	Introductory	Virtual Classroom
<u>Producing Engaging Content in Public Sector Communications</u>	16-11-21 10:30 - 12:00	Introductory	Webinar

Course	Date	Level	Format
<u>Writing Effective Press Releases</u>	17-11-21 9:30 - 17:00	Introductory	Virtual Classroom
<u>*NEW* Mastering the Art of Memorable Moderation & Facilitation</u>	17-11-21 9:30 - 13:00	Advanced	Virtual Classroom
<u>Two Day Digital Masterclass</u>	18-11-21 9:30 - 17:00	Intermediate	Virtual Classroom
<u>Presentation Skills</u>	18-11-21 9:30 - 17:00	Personal Skills	Virtual Classroom
<u>Smarter Prospecting</u>	23-11-21 9:30 - 12:30	Advanced	Virtual Classroom
<u>*NEW* Racial Equity and Culture Change for Leaders</u>	23-11-21 9:30 - 12:30	Personal Skills	Virtual Classroom
<u>Successful Meetings</u>	23-11-21 15:00 - 16:30	Intermediate	Webinar
<u>Controlling Over-Servicing</u>	24-11-21 9:30 - 12:30	Advanced	Virtual Classroom
<u>Producing Thought Leadership That Actually Works</u>	25-11-21 9:30 - 12:30	Advanced	London (F2F)
<u>Social Media in Public Affairs</u>	25-11-21 10:30 - 12:00	Introductory	Webinar
<u>Diversity & Inclusion for PR and Communications Managers</u>	25-11-21 10:00 - 16:00	Personal Skills	Virtual Classroom
<u>The Power of Emotions in PR and Communications</u>	30-11-21 10:30 - 12:00	Personal Skills	Webinar
<u>Planning a Strategic PR Campaign</u>	01-12-21 9:30 - 17:00	Intermediate	London (F2F)
<u>Creating a High-Performing Team in the Digital Age</u>	01-12-21 10:00 - 13:00	Advanced	Virtual Classroom
<u>Harnessing Artificial Intelligence (AI) for PR and Communications</u>	01-12-21 15:00 - 16:30	Advanced	Webinar
<u>Mastering Measurement for More Effective Communications</u>	02-12-21 9:30 - 12:30	Advanced	Virtual Classroom
<u>Content Marketing: Creative Strategy Tips to Drive Conversation</u>	02-12-21 10:00 - 12:30	Intermediate	Virtual Classroom
<u>Ethics in PR and Communications</u>	02-12-21 10:30 - 12:00	Intermediate	Webinar
<u>Introduction to PR and Communications</u>	03-12-21 9:30 - 17:00	Introductory	Virtual Classroom
<u>Confidence, Clarity, Control – How to become a brilliant spokesperson</u>	03-12-21 9:30 - 13:30	Intermediate	Virtual Classroom
<u>Improving your Proofreading and Editing Skills</u>	07-12-21 9:30 - 17:00	Intermediate	Virtual Classroom

Course	Date	Level	Format
<u>Media Training and Media Interview Skills</u>	07-12-21 9:30 - 17:00	Intermediate	Virtual Classroom
<u>Project Management</u>	08-12-21 9:30 - 17:00	Introductory	Virtual Classroom
<u>Using Video in Social Media for PR and Communications</u>	08-12-21 10:30 - 12:00	Introductory	Webinar
<u>Growing Your Own Gravitas: Confidence and Credibility for Women in PR and Communications</u>	08-12-21 10:00 - 16:00	Personal Skills	Virtual Classroom
<u>Motivating and Leading PR and Communications Teams</u>	09-12-21 9:30 - 17:00	Advanced	Virtual Classroom
<u>Crisis Communications Management</u>	09-12-21 9:30 - 17:00	Intermediate	Virtual Classroom
<u>Unleash Your Creativity</u>	09-12-21 15:00 - 16:30	Intermediate	Webinar
<u>Reddit: Tips and Trends for Digital PR and Social Media Campaigns</u>	10-12-21 10:00 - 12:30	Intermediate	Virtual Classroom