



PRCA TRAINING

**UPCOMING
TRAINING
COURSES**

SEPTEMBER 2021 - AUGUST 2022

WELCOME TO PRCA TRAINING

All PRCA Training courses have a practical focus, meaning the skills, techniques and best practice covered in our training can be used with immediate effect upon returning to work.

Each course delivers content rich, cutting edge and relevant learning experiences which deliver benefit for both the organisation and the individual.

Take a look at our newest courses for 2021-2022.

INTERMEDIATE COURSES

[Navigating the Paid Marketing Landscape in 2022 and Beyond](#)

[PR Agency Finances for Account Managers](#)

[Harnessing Artificial Intelligence \(AI\) for PR and Communications](#)

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

[Developing a Strategic Mindset](#)

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

ADVANCED COURSES

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

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

[The Tweet-Suite: Using Twitter to turbo charge your PR and Communications Campaigns](#)

[Future Leaders Programme](#)

PERSONAL SKILLS

[Making Better Decisions Under Pressure](#)

[Building Resilience: Understanding Your Own Wellbeing & Mental Health](#)

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

FACE TO FACE TRAINING

This year, we're also bringing back our most popular sessions as face-to-face training.

All sessions will be held in central London*, and will focus on helping delegates learn in a relaxed and collaborative way. Take a look below at the courses running in London from September 2021.

**Face-to-face courses include lunch and refreshments*

FACE TO FACE COURSES IN LONDON

[Account Management](#)

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

[Producing Thought Leadership That Actually Works](#)

[Honing Your Copywriting Skills](#)

[Presentation Skills](#)

[Client Management: A strategic guide to successful client relationships](#)

[Planning a Strategic PR Campaign](#)

[Productive Conflict and Difficult Conversations](#)

[Project Management](#)

[Write Results - From press releases to tweets](#)

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

[Exemplary People Management](#)

[Communicate for Impact: Get better results from all your meetings, teleconferences, and emails](#)

[Introduction to PR and Communications](#)

[Writing Effective Press Releases](#)

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

[Successful Networking](#)

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

[Mastering Persuasion and Influence](#)