



**Media and Public Relations  
Training Courses**

**Training Plan  
2023**



## Media and Public Relations

Code	Course Title	Date	Venue
PRM 188	Communicating to Your Senior Management and Key Stakeholders	01 – 05 JAN 2023	Istanbul
PRM 190	Digital Innovations for Media	08 –12 JAN 2023	Istanbul
PRM 192	Events and Conferences Management	15 – 19 JAN 2023	Cairo
PRM 194	Effective Meetings and Workshops Design and Moderation Techniques	22 – 26 JAN 2023	Dubai
PRM 196	Incident and Crisis response Communication Skills	29 JAN – 02 FEB 2023	London
PRM 198	Managing Media Campaigns	05 – 09 FEB 2023	Istanbul
PRM 200	Leadership for PR Professional	12 – 16 FEB 2023	Austria
PRM 202	Public Relations and Corporate Communications	19 – 23 FEB 2023	Amsterdam
PRM 204	Media Handling Skills and Conducting Television Interviews	26 FEB – 02 MAR 2023	Sharm El Sheikh
PRM 206	Public Relations and Successful Campaigns	05 – 09 MAR 2023	Kuala Lumpur
PRM 208	Presentation Skills	12 – 16 MAR 2023	Istanbul
PRM 210	The Advanced Complete Course in Communications and Media-Intensive Practices and Cases Studies	19 – 23 MAR 2023	Istanbul
PRM 212	Public Relations and Media Skills	26 – 30 MAR 2023	Cairo
PRM 214	Public Relations in the Oil and Gas Industry	02 – 06 APR 2023	Dubai
PRM 216	Public Relations Campaigns - From Planning to Execution	09 – 13 APR 2023	London
PRM 218	Digital Journalism	16 – 20 APR 2023	Istanbul
PRM 220	Public Relations Impact Measurement and KPI's Framework	23 – 27 APR 2023	Austria
PRM 222	Corporate Identity and Brand Management	30 APR – 04 MAY 2023	Amsterdam
PRM 224	Business Etiquette and Protocol	07 – 11 MAY 2023	Sharm El Sheikh



PRM 226	Field Reporting and TV Bulletin Production	14 – 18 MAY 2023	Kuala Lumpur
PRM 228	Business Relationship Management Professional (BRMP)	21 – 25 MAY 2023	Istanbul
PRM 230	Planning and Managing PR Campaigns	28 MAY – 01 JUNE 2023	Istanbul
PRM 232	Winning Social Media Strategies for Public Relations	04 – 08 JUNE 2023	Cairo
PRM 234	Strategic Event Management	11 – 15 JUNE 2023	Dubai
PRM 236	Mobile Journalism (MOJO)	18 – 22 JUNE 2023	London
PRM 238	Advanced Social Media Training	25 – 29 JUN 2023	Istanbul
PRM 240	Advanced Public Speaking and Presentation Skills	02 – 06 JULY 2023	Austria
PRM 242	International Protocol and Diplomacy Certificate	09 – 13 JULY 2023	Amsterdam
PRM 244	Government Communication and Public Relations	16 – 20 JULY 2023	Sharm El Sheikh
PRM 246	Advanced Public Relations and Media Skills	23 – 27 JULY 2023	Kuala Lumpur
PRM 248	Strategic Media Planning	30 JULY – 03 AUG 2023	Istanbul
PRM 250	Public Relations and Communication Skills	06 – 10 AUG 2023	Istanbul
PRM 252	Advanced Public Relations Management	13 – 17 AUG 2023	Cairo
PRM 254	The Customer Service and Public Relations	20 – 24 AUG 2023	Dubai
PRM 256	Certified Public Relations Professional	27 – 31 AUG 2023	London
PRM 258	Effective Social Media Campaign	03 – 07 SEP 2023	Istanbul
PRM 260	Corporate Social Responsibility	10 – 14 SEP 2023	Austria
PRM 262	Planning PR Campaigning in Media	17 – 21 SEP 2023	Amsterdam
PRM 264	Reception and Hospitality	24 – 28 SEP 2023	Sharm El Sheikh
PRM 266	Digital Content	01 – 05 OCT 2023	Kuala Lumpur
PRM 268	Public Relations and Conferences Management	08 – 12 OCT 2023	Istanbul
PRM 270	TV Newpresenting	15 – 19 OCT 2023	Istanbul



PRM 272	Making Things Happen : Overcoming Ambiguit	22 – 26 OCT 2023	Cairo
PRM 274	Public Relations Strategy and Tactics	29 OCT – 02 NOV 2023	Dubai
PRM 276	Public Affairs and Media Relations	05 – 09 NOV 2023	London
PRM 278	Public Relations Officer	12 – 16 NOV 2023	Istanbul
PRM 190	Digital Innovations for Media	19 – 23 NOV 2023	Austria
PRM 192	Events and Conferences Management	26 - 30 NOV 2023	Amsterdam
PRM 200	Leadership for PR Professional	03 – 07 DEC 2023	Sharm El Sheikh
PRM 202	Public Relations and Corporate Communications	10 – 14 DEC 2023	Kuala Lumpur
PRM 220	Public Relations Impact Measurement and KPI's Framework	17 – 21 DEC 2023	Istanbul
PRM 224	Business Etiquette and Protocol	24 – 28 DEC 2023	Istanbul