



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](#)

Course	Date	Level	Format
<u>Lead Generation - Planning for gold</u>	01-09-21 9:30 - 12:30	Intermediate	Virtual Classroom
<u>Virtual Onboarding Workshop</u>	01-09-21 9:30 - 12:30	Personal Skills	Virtual Classroom
<u>Managing an Agency – Part 1</u>	01-09-21 10:00 - 17:00	Advanced	Virtual Classroom
<u>Developing a digital strategy</u>	08-09-21 9:30 - 17:00	Intermediate	Virtual Classroom
<u>Successful Networking</u>	08-09-21 9:30 - 12:30	Personal Skills	Virtual Classroom
<u>Making Change: How Corporate and Brand Activism Works</u>	09-09-21 10:30 - 13:30	Intermediate	Virtual Classroom
<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>Developing a Communication Strategy</u>	15-09-21 9:30 - 12:30	Advanced	Virtual Classroom
<u>Planning a Strategic PR Campaign</u>	15-09-21 9:30 - 17:00	Intermediate	Virtual Classroom
<u>Crisis Management – Practical tips for reputation, recovery and rebuilding</u>	15-09-21 15:00 - 16:30	Intermediate	Webinar
<u>Women in Senior Leadership: A guide to taking charge of your career</u>	16-09-21 10:30 - 12:00	Advanced	Webinar
<u>Managing an Agency – Part 2</u>	16-09-21 10:00 - 17:00	Advanced	Virtual Classroom
<u>Business Development Planning and Strategy</u>	21-09-21 9:30 - 17:00	Intermediate	Virtual Classroom
<u>Account Management</u>	21-09-21 9:30 - 17:00	Intermediate	Virtual Classroom
<u>Ethics in PR and Communications</u>	21-09-21 10:30 - 12:00	Intermediate	Webinar
<u>Press Releases to Tweets: Writing for different media</u>	21-09-21 10:00 - 17:00	Introductory	Virtual Classroom
<u>Presentation Skills</u>	22-09-21 9:30 - 17:00	Personal Skills	London

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>Writing Effective Press Releases</u>	23-09-21 9:30 - 17:00	Introductory	Virtual Classroom
<u>Exemplary People Management</u>	23-09-21 9:30 - 17:00	Intermediate	Virtual Classroom
<u>Better Pitching</u>	24-09-21 9:30 - 12:30	Intermediate	Virtual Classroom
<u>Managing Performance to Improve Productivity</u>	28-09-21 9:30 - 17:00	Advanced	Virtual Classroom
<u>Developing an Internal Communications and Engagement Strategy</u>	28-09-21 9:30 - 17:00	Intermediate	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

Course	Date	Level	Format
<u>Creativity in B2B PR and Communications</u>	07-10-21 9:30 - 13:00	Intermediate	Virtual Classroom
<u>Future Leaders Programme</u>	07-10-21 9:30 - 17:00	Advanced	Brighton
<u>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>Developing the Best Version of Yourself</u>	12-10-21 10:30 - 13:00	Personal Skills	Virtual Classroom
<u>Getting Maximum Impact from a Disappearing PR and Communications Budget</u>	12-10-21 10:30 - 12:00	Intermediate	Webinar
<u>Managing an In-House Team</u>	13-10-21 9:30 - 17:00	Advanced	Virtual Classroom
<u>Mastering Persuasion and Influence</u>	13-10-21 9:30 - 17:00	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
<u>Running an Effective Political Campaign</u>	20-10-21 15:00 - 16:30	Intermediate	Webinar
<u>Crisis Management Secrets from an Editorial Lawyer</u>	21-10-21 9:30 - 12:30	Advanced	Virtual Classroom

Course	Date	Level	Format
<u>Productive Conflict and Difficult Conversations</u>	21-10-21 9:30 - 13:30	Advanced	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>Digital Landscape for PR and Communications</u>	25-10-21 15:00 - 16:30	Introductory	Webinar
<u>Issues & Crisis: Putting the human imperative front and centre</u>	26-10-21 9:30 - 13:00	Advanced	Virtual Classroom
<u>Introduction to PR and Communications</u>	26-10-21 9:30 - 17:00	Introductory	Virtual Classroom
<u>Gaining Coverage in a Digital Media World</u>	26-10-21 10:30 - 12:00	Intermediate	Webinar
<u>The Savvy Account Director</u>	27-10-21 9:30 - 17:00	Intermediate	Virtual Classroom
<u>Becoming Confident and Assertive</u>	27-10-21 9:30 - 13:30	Personal Skills	Virtual Classroom
<u>Account Management</u>	28-10-21 9:30 - 17:00	Intermediate	London
<u>PR Agency Finances for Account Managers</u>	28-10-21 10:30 - 12:00	Intermediate	Webinar
<u>Stakeholder Relationship Management</u>	29-10-21 9:30 - 17:00	Intermediate	Virtual Classroom
<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	Intermediate	London
<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

Course	Date	Level	Format
<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>Write Results - From press releases to tweets</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	Online
<u>Mastering the Art of Memorable Moderation & Facilitation</u>	17-11-21 9:30 - 13:00	Advanced	Virtual Classroom
<u>Writing Effective Press Releases</u>	17-11-21 9:30 - 17:00	Introductory	Virtual Classroom
<u>Creating and Curating Compelling Content for Social Media</u>	17-11-21 10:30 - 12:00	Intermediate	Webinar
<u>Presentation Skills</u>	18-11-21 9:30 - 17:00	Personal Skills	Virtual Classroom
<u>Two Day Digital Masterclass</u>	18-11-21 9:30 - 17:00	Intermediate	Virtual Classroom
<u>Creating Great B2B Social Media Campaigns</u>	22-11-21 15:00 - 16:30	Intermediate	Webinar

Course	Date	Level	Format
<u>Smarter Prospecting</u>	23-11-21 9:30 - 12:30	Advanced	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
<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>	29-11-21 15:00 - 16:30	Personal Skills	Webinar
<u>Planning a Strategic PR Campaign</u>	01-12-21 9:30 - 17:00	Intermediate	London
<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	Intermediate	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
<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

Course	Date	Level	Format
<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
<u>Writing Effective Press Releases</u>	05-01-22 9:30 - 17:00	Introductory	Virtual Classroom
<u>Introduction to PR and Communications</u>	05-01-22 9:30 - 17:00	Introductory	Virtual Classroom
<u>How to Manage your Time and Workload more Effectively</u>	06-01-22 15:00 - 16:30	Personal Skills	Webinar
<u>Mastering Persuasion and Influence</u>	11-01-22 9:30 - 17:00	Personal Skills	Virtual Classroom
<u>Making Better Decisions Under Pressure</u>	11-01-22 9:30 - 12:30	Personal Skills	Virtual Classroom
<u>Crisis PR and Communications in a Digital World</u>	11-01-22 15:00 - 16:30	Intermediate	Webinar
<u>Introduction to Management</u>	12-01-22 9:30 - 17:00	Intermediate	Virtual Classroom
<u>The Savvy Account Director</u>	12-01-22 9:30 - 17:00	Intermediate	Virtual Classroom
<u>Successful Networking</u>	13-01-22 9:30 - 12:30	Advanced	London
<u>Harnessing the power of twitter for PR and Communications</u>	13-01-22 10:30 - 12:00	Introductory	Webinar
<u>Planning a Strategic PR Campaign</u>	18-01-22 9:30 - 17:00	Intermediate	Virtual Classroom
<u>Lead Generation - Planning for gold</u>	18-01-22 9:30 - 12:30	Intermediate	Virtual Classroom

Course	Date	Level	Format
<u>Introduction to Google Analytics for PR and Communications</u>	18-01-22 15:00 - 16:30	Intermediate	Webinar
<u>TikTok: Tips and Trends for Digital PR and Social Media Campaigns</u>	19-01-22 10:00 - 12:30	Intermediate	Virtual Classroom
<u>Getting to Grips with Grammar</u>	19-01-22 10:30 - 12:00	Introductory	Webinar
<u>Introduction to Writing for PR and Communications Practitioners</u>	19-01-22 15:00 - 16:30	Introductory	Webinar
<u>Effective Leadership - Skills and behaviours needed to deliver efficiency and results</u>	20-01-22 9:30 - 17:00	Advanced	Virtual Classroom
<u>Selling into the Media</u>	20-01-22 9:30 - 17:00	Introductory	Virtual Classroom
<u>Building Resilience: Understanding Your Own Wellbeing & Mental Health</u>	20-01-22 10:30 - 12:00	Personal Skills	Webinar
<u>Stakeholder Relationship Management</u>	24-01-22 9:30 - 17:00	Advanced	Virtual Classroom
<u>Client Management: A strategic guide to successful client relationships</u>	25-01-22 9:30 - 17:00	Intermediate	Virtual Classroom
<u>Successful New Business Pitching</u>	25-01-22 9:30 - 17:00	Advanced	Virtual Classroom
<u>Introduction to Public Affairs</u>	25-01-22 15:00 - 16:30	Introductory	Webinar
<u>Good B2B Media Writing</u>	26-01-22 9:30 - 17:00	Intermediate	Virtual Classroom
<u>Two-Day Crisis Management Masterclass</u>	27-01-22 9:30 - 17:00	Advanced	Virtual Classroom
<u>Presentation Skills</u>	27-01-22 9:30 - 17:00	Personal Skills	London
<u>Developing a Strategic Mindset</u>	27-01-22 15:00 - 16:30	Intermediate	Webinar
<u>Motivating and Leading PR and Communications Teams</u>	01-02-22 9:30 - 17:00	Advanced	Virtual Classroom
<u>Creativity in B2B PR and Communications</u>	01-02-22 9:30 - 13:00	Intermediate	Virtual Classroom
<u>Successful Media Messages</u>	01-02-22 15:00 - 16:30	Intermediate	Webinar

Course	Date	Level	Format
<u>Growing Your Own Gravitas: Confidence and Credibility for Women in PR and Communications</u>	02-02-22 10:00 - 16:00	Personal Skills	Virtual Classroom
<u>Managing an Agency – Part 1</u>	02-02-22 10:00 - 17:00	Advanced	Virtual Classroom
<u>Managing an Integrated Communications Campaign</u>	02-02-22 10:30 - 12:00	Intermediate	Webinar
<u>Managing an Integrated Communications Campaign</u>	02-02-22 10:30 - 12:00	Intermediate	Webinar
<u>Developing a Communication Strategy</u>	03-02-22 9:30 - 12:30	Advanced	Virtual Classroom
<u>LinkedIn for PR and personal branding</u>	03-02-22 10:30 - 12:00	Intermediate	Webinar
<u>Business Development Planning and Strategy</u>	04-02-22 9:30 - 17:00	Intermediate	Virtual Classroom
<u>Confidence, Clarity, Control – How to become a brilliant spokesperson</u>	08-02-22 9:30 - 13:30	Intermediate	Virtual Classroom
<u>Beyond Emotional Intelligence</u>	08-02-22 10:00 - 16:00	Advanced	Virtual Classroom
<u>Understanding Finance</u>	08-02-22 10:30 - 12:00	Advanced	Webinar
<u>Managing an In-House Team</u>	09-02-22 9:30 - 17:00	Advanced	Virtual Classroom
<u>Managing Clients</u>	09-02-22 10:00 - 16:00	Introductory	Virtual Classroom
<u>How does SEO work? A guide for PR and Communications Practitioners</u>	09-02-22 10:30 - 12:00	Intermediate	Webinar
<u>Honing Your Copywriting Skills</u>	10-02-22 9:30 - 17:00	Intermediate	Virtual Classroom
<u>Exemplary People Management</u>	10-02-22 9:30 - 17:00	Intermediate	London
<u>Measuring and Evaluating PR Campaigns</u>	10-02-22 15:00 - 16:30	Intermediate	Webinar
<u>Communicate for Impact: Get better results from all your meetings, teleconferences, and emails</u>	15-02-22 9:30 - 12:30	Personal Skills	London

Course	Date	Level	Format
<u>Creativity - transform your capability</u>	15-02-22 10:30 - 15:00	Intermediate	Virtual Classroom
<u>Introduction to Marketing</u>	16-02-22 9:30 - 12:30	Introductory	Virtual Classroom
<u>Advanced Public Affairs</u>	16-02-22 9:30 - 12:30	Advanced	Virtual Classroom
<u>Climbing the PR and Communications Career Ladder</u>	16-02-22 10:30 - 12:00	Personal Skills	Webinar
<u>You and your clients: A coaching session</u>	17-02-22 9:30 - 12:30	Advanced	Virtual Classroom
<u>Making Great PR Campaigns with Instagram</u>	17-02-22 15:00 - 16:30	Intermediate	Webinar
<u>Selling into the Media</u>	22-02-22 9:30 - 17:00	Introductory	Virtual Classroom
<u>Becoming Confident and Assertive</u>	22-02-22 9:30 - 13:30	Personal Skills	Virtual Classroom
<u>Creating and Curating Compelling Content for Social Media</u>	22-02-22 10:30 - 12:00	Intermediate	Webinar
<u>Developing an Internal Communications and Engagement Strategy</u>	23-02-22 9:30 - 17:00	Intermediate	Virtual Classroom
<u>Developing a digital strategy</u>	23-02-22 9:30 - 17:00	Intermediate	Virtual Classroom
<u>Improving your Proofreading and Editing Skills</u>	24-02-22 9:30 - 17:00	Intermediate	Virtual Classroom
<u>Account Management</u>	24-02-22 9:30 - 17:00	Intermediate	Virtual Classroom
<u>Write Results - From press releases to tweets</u>	01-03-22 10:00 - 17:00	Introductory	Virtual Classroom
<u>Brand and Brand Storytelling</u>	01-03-22 10:30 - 15:00	Intermediate	Virtual Classroom
<u>The Right Way to use Facebook for PR and Communications</u>	01-03-22 15:00 - 16:30	Intermediate	Webinar
<u>Project Management</u>	02-03-22 9:30 - 17:00	Introductory	Virtual Classroom
<u>Earning the Profit you Want</u>	02-03-22 9:30 - 12:30	Advanced	Virtual Classroom

Course	Date	Level	Format
<u>Crisis Management – Practical tips for reputation, recovery and rebuilding</u>	02-03-22 10:30 - 12:00	Intermediate	Webinar
<u>Presentation Skills</u>	03-03-22 9:30 - 17:00	Personal Skills	Virtual Classroom
<u>Managing Performance to Improve Productivity</u>	03-03-22 9:30 - 17:00	Advanced	Virtual Classroom
<u>Building an Internal Communications Campaign that Works</u>	03-03-22 10:30 - 12:00	Intermediate	Webinar
<u>Introduction to PR and Communications</u>	08-03-22 9:30 - 17:00	Introductory	London
<u>Managing an Agency – Part 2</u>	08-03-22 10:00 - 17:00	Advanced	Virtual Classroom
<u>Introduction to Management</u>	09-03-22 9:30 - 17:00	Intermediate	Virtual Classroom
<u>Purposeful Communication and Communicating Purpose</u>	09-03-22 10:30 - 12:00	Intermediate	Webinar
<u>Purposeful Communication and Communicating Purpose</u>	09-03-22 10:30 - 12:00	Intermediate	Webinar
<u>The Power of Podcasting (Divided in 2 half days 10.03.21 + 17.03.21)</u>	10-03-22 9:30 - 13:00	Intermediate	Virtual Classroom
<u>Successful Networking</u>	10-03-22 9:30 - 12:30	Personal Skills	Virtual Classroom
<u>Budget Management</u>	11-03-22 9:30 - 17:00	Introductory	Virtual Classroom
<u>Selling into the Media</u>	15-03-22 9:30 - 17:00	Introductory	Virtual Classroom
<u>Creating a High-Performing Team in the Digital Age</u>	15-03-22 10:00 - 13:00	Advanced	Virtual Classroom
<u>Producing Thought Leadership That Actually Works</u>	16-03-22 9:30 - 12:30	Advanced	Virtual Classroom
<u>Developing a digital strategy</u>	16-03-22 9:30 - 17:00	Intermediate	Virtual Classroom
<u>Producing Thought Leadership That Actually Works</u>	16-03-22 9:30 - 12:30	Advanced	Virtual Classroom
<u>Employee Change Communications</u>	16-03-22 10:00 - 12:30	Intermediate	Virtual Classroom

Course	Date	Level	Format
<u>Account Management</u>	17-03-22 9:30 - 17:00	Intermediate	London
<u>Producing Engaging Content in Public Sector Communications</u>	17-03-22 10:30 - 12:00	Introductory	Online
<u>Writing Effective Press Releases</u>	22-03-22 9:30 - 17:00	Introductory	London
<u>The Tweet-Suite: Using Twitter to turbo charge your PR and Communications Campaigns</u>	22-03-22 10:30 - 12:00	Advanced	Webinar
<u>The Savvy Account Director</u>	23-03-22 9:30 - 17:00	Intermediate	Virtual Classroom
<u>Planning a Strategic PR Campaign</u>	23-03-22 9:30 - 17:00	Intermediate	Virtual Classroom
<u>Mastering Measurement for More Effective Communications</u>	24-03-22 9:30 - 12:30	Advanced	Virtual Classroom
<u>Successful Media Relations</u>	24-03-22 10:30 - 12:00	Intermediate	Webinar
<u>Successful B2B Client Relationships</u>	29-03-22 9:30 - 13:00	Intermediate	Virtual Classroom
<u>Crisis Communications Management</u>	30-03-22 9:30 - 17:00	Intermediate	Virtual Classroom
<u>Racial Equity and Culture Change for Leaders</u>	31-03-22 9:30 - 12:30	Personal Skills	Virtual Classroom
<u>Ethics in PR and Communications</u>	31-03-22 10:30 - 12:00	Intermediate	Webinar
<u>Controlling Over-Servicing</u>	05-04-22 9:30 - 12:30	Advanced	Virtual Classroom
<u>Mastering Persuasion and Influence</u>	05-04-22 9:30 - 17:00	Personal Skills	Virtual Classroom
<u>Successful New Business Pitching</u>	06-04-22 9:30 - 17:00	Advanced	Virtual Classroom
<u>Narrative by Numbers: How to tell powerful and purposeful stories with data</u>	06-04-22 9:30 - 13:30	Advanced	Virtual Classroom
<u>Gaining Coverage in a Digital Media World</u>	06-04-22 10:30 - 12:00	Intermediate	Webinar

Course	Date	Level	Format
<u>Becoming Confident and Assertive</u>	07-04-22 9:30 - 13:30	Personal Skills	London
<u>Honing Your Copywriting Skills</u>	07-04-22 9:30 - 17:00	Intermediate	London
<u>Digital Landscape for PR and Communications</u>	07-04-22 15:00 - 16:30	Introductory	Webinar
<u>Issues & Crisis: Putting the human imperative front and centre</u>	13-04-22 9:30 - 13:00	Advanced	London
<u>Managing an Agency – Part 1</u>	13-04-22 10:00 - 17:00	Advanced	Virtual Classroom
<u>How to Manage your Time and Workload more Effectively</u>	13-04-22 15:00 - 16:30	Personal Skills	Webinar
<u>Selling into the Media</u>	14-04-22 9:30 - 17:00	Introductory	London
<u>Introduction to Public Affairs</u>	14-04-22 15:00 - 16:30	Introductory	Webinar
<u>Brand and Brand Storytelling</u>	19-04-22 10:30 - 15:00	Intermediate	Virtual Classroom
<u>Growing Your Own Gravitas: Confidence and Credibility for Women in PR and Communications</u>	19-04-22 10:00 - 16:00	Personal Skills	Virtual Classroom
<u>Creating Great B2B Social Media Campaigns</u>	19-04-22 10:30 - 12:00	Intermediate	Webinar
<u>Developing a digital strategy</u>	20-04-22 9:30 - 17:00	Intermediate	Virtual Classroom
<u>Self-Knowledge, Emotional Intelligence, and Resilience Masterclass</u>	20-04-22 9:30 - 17:00	Personal Skills	Virtual Classroom
<u>Account Management</u>	21-04-22 9:30 - 17:00	Intermediate	Virtual Classroom
<u>Presentation Skills</u>	21-04-22 9:30 - 17:00	Personal Skills	Virtual Classroom
<u>Motivating and Leading PR and Communications Teams</u>	26-04-22 9:30 - 17:00	Advanced	Virtual Classroom
<u>Creativity - transform your capability</u>	26-04-22 10:30 - 15:00	Intermediate	Virtual Classroom

Course	Date	Level	Format
<u>Implementing A Social Media Audit</u>	26-04-22 10:30 - 12:00	Intermediate	Webinar
<u>Having the Clients you Deserve</u>	27-04-22 9:30 - 13:00	Advanced	Virtual Classroom
<u>Developing the Best Version of Yourself</u>	27-04-22 10:30 - 13:00	Personal Skills	Virtual Classroom
<u>Productive Conflict and Difficult Conversations</u>	28-04-22 9:30 - 13:30	Advanced	London
<u>Diversity & Inclusion for PR and Communications Managers</u>	28-04-22 10:00 - 16:00	Intermediate	Virtual Classroom
<u>Navigating the Paid Marketing Landscape in 2022 and Beyond</u>	28-04-22 10:30 - 12:00	Intermediate	Webinar
<u>Lead Generation - Planning for gold</u>	03-05-22 9:30 - 12:30	Intermediate	Virtual Classroom
<u>Effective Leadership - Skills and behaviours needed to deliver efficiency and results</u>	03-05-22 9:30 - 17:00	Advanced	London
<u>The Power of Emotions in PR and Communications</u>	03-05-22 10:30 - 12:00	Personal Skills	Webinar
<u>Parliament and Public Affairs</u>	04-05-22 9:30 - 12:30	Intermediate	Virtual Classroom
<u>Social Media Metrics</u>	04-05-22 15:00 - 16:30	Intermediate	Webinar
<u>Improving your Proofreading and Editing Skills</u>	05-05-22 9:30 - 17:00	Intermediate	Virtual Classroom
<u>Two Day Digital Masterclass</u>	05-05-22 9:30 - 17:00	Intermediate	Virtual Classroom
<u>Selling into the Media</u>	10-05-22 9:30 - 17:00	Introductory	Virtual Classroom
<u>Client Management: A strategic guide to successful client relationships</u>	10-05-22 9:30 - 17:00	Intermediate	London
<u>Social Media in Public Affairs</u>	10-05-22 15:00 - 16:30	Introductory	Webinar
<u>Business Development Planning and Strategy</u>	11-05-22 9:30 - 17:00	Intermediate	Virtual Classroom
<u>Introduction to PR and Communications</u>	11-05-22 9:30 - 17:00	Introductory	Virtual Classroom

Course	Date	Level	Format
<u>Budget Management</u>	12-05-22 9:30 - 17:00	Introductory	Virtual Classroom
<u>TikTok: Tips and Trends for Digital PR and Social Media Campaigns</u>	12-05-22 10:00 - 12:30	Intermediate	Virtual Classroom
<u>Unleash Your Creativity</u>	12-05-22 10:30 - 12:00	Intermediate	Webinar
<u>Presentation Skills</u>	17-05-22 9:30 - 17:00	Personal Skills	London
<u>Introduction to Management</u>	17-05-22 9:30 - 17:00	Intermediate	Virtual Classroom
<u>Your Role in New Business Pitching</u>	17-05-22 10:30 - 12:00	Intermediate	Webinar
<u>Communicate for Impact: Get better results from all your meetings, teleconferences, and emails</u>	18-05-22 9:30 - 12:30	Personal Skills	Virtual Classroom
<u>Writing Effective Press Releases</u>	18-05-22 9:30 - 17:00	Introductory	Virtual Classroom
<u>Account Management</u>	19-05-22 9:30 - 17:00	Intermediate	London
<u>Exemplary People Management</u>	19-05-22 9:30 - 17:00	Intermediate	Virtual Classroom
<u>Planning a Strategic PR Campaign</u>	24-05-22 9:30 - 17:00	Intermediate	London
<u>Better Pitching</u>	24-05-22 9:30 - 12:30	Intermediate	Virtual Classroom
<u>Behavioural Economics – The science behind successful PR</u>	24-05-22 15:00 - 16:30	Advanced	Webinar
<u>Developing a digital strategy</u>	25-05-22 9:30 - 17:00	Intermediate	Virtual Classroom
<u>Managing an Agency – Part 2</u>	25-05-22 10:00 - 17:00	Advanced	Virtual Classroom
<u>Crisis Communications Management</u>	26-05-22 9:30 - 17:00	Intermediate	Virtual Classroom
<u>Content Marketing: Creative Strategy Tips to Drive Conversation</u>	26-05-22 10:00 - 12:30	Intermediate	Virtual Classroom

Course	Date	Level	Format
<u>How to Write a Winning Award Entry</u>	26-05-22 10:30 - 12:00	Intermediate	Webinar
<u>Good B2B Media Writing</u>	27-05-22 9:30 - 17:00	Intermediate	Virtual Classroom
<u>Selling into the Media</u>	01-06-22 9:30 - 17:00	Introductory	Virtual Classroom
<u>Successful New Business Pitching</u>	01-06-22 9:30 - 17:00	Advanced	Virtual Classroom
<u>Getting Maximum Impact from a Disappearing PR and Communications Budget</u>	01-06-22 15:00 - 16:30	Intermediate	Webinar
<u>Developing a Communication Strategy</u>	07-06-22 9:30 - 12:30	Advanced	Virtual Classroom
<u>Motivating and Leading PR and Communications Teams</u>	07-06-22 9:30 - 17:00	Advanced	Virtual Classroom
<u>Ethics in PR and Communications</u>	07-06-22 15:00 - 16:30	Intermediate	Webinar
<u>Project Management</u>	08-06-22 9:30 - 17:00	Introductory	London
<u>Reddit: Tips and Trends for Digital PR and Social Media Campaigns</u>	08-06-22 10:00 - 12:30	Intermediate	Virtual Classroom
<u>Managing Performance to Improve Productivity</u>	09-06-22 9:30 - 17:00	Advanced	Virtual Classroom
<u>Honing Your Copywriting Skills</u>	09-06-22 9:30 - 17:00	Intermediate	Virtual Classroom
<u>Using Video in Social Media for PR and Communications</u>	09-06-22 10:30 - 12:00	Introductory	Webinar
<u>Managing an In-House Team</u>	14-06-22 9:30 - 17:00	Advanced	Virtual Classroom
<u>Mastering the Art of Memorable Moderation & Facilitation</u>	14-06-22 9:30 - 13:00	Advanced	London
<u>How to Nail the Creative Process from Start to Finish</u>	15-06-22 9:30 - 13:30	Introductory	Virtual Classroom
<u>Making Change: How Corporate and Brand Activism Works</u>	15-06-22 9:30 - 12:30	Intermediate	Virtual Classroom

Course	Date	Level	Format
<u>Producing Engaging Content in Public Sector Communications</u>	15-06-22 15:00 - 16:30	Introductory	Online
<u>Growing Your Own Gravitas: Confidence and Credibility for Women in PR and Communications</u>	16-06-22 10:00 - 16:00	Personal Skills	Virtual Classroom
<u>Write Results - From press releases to tweets</u>	16-06-22 10:00 - 17:00	Introductory	London
<u>Introduction to Public Affairs</u>	16-06-22 15:00 - 16:30	Introductory	Webinar
<u>Presentation Skills</u>	21-06-22 9:30 - 17:00	Personal Skills	Virtual Classroom
<u>Harnessing Artificial Intelligence (AI) for PR and Communications</u>	21-06-22 10:30 - 12:00	Intermediate	Webinar
<u>Confidence, Clarity, Control – How to become a brilliant spokesperson</u>	22-06-22 9:30 - 13:30	Intermediate	Virtual Classroom
<u>Planning a Strategic PR Campaign</u>	22-06-22 9:30 - 17:00	Intermediate	Virtual Classroom
<u>Running an Effective Political Campaign</u>	22-06-22 15:00 - 16:30	Intermediate	Webinar
<u>Smarter Prospecting</u>	23-06-22 9:30 - 12:30	Intermediate	Virtual Classroom
<u>Influencer Relations</u>	23-06-22 10:30 - 12:00	Intermediate	Webinar
<u>Account Management</u>	27-06-22 9:30 - 17:00	Intermediate	Virtual Classroom
<u>The Savvy Account Director</u>	29-06-22 9:30 - 17:00	Intermediate	Virtual Classroom
<u>Creativity in B2B PR and Communications</u>	29-06-22 9:30 - 13:00	Intermediate	Virtual Classroom
<u>Developing a digital strategy</u>	30-06-22 9:30 - 17:00	Intermediate	Virtual Classroom
<u>The Trusted Advisor: How to Win and Retain Clients' Confidence</u>	30-06-22 15:00 - 16:30	Intermediate	Webinar
<u>Crisis Communications Management</u>	04-07-22 9:30 - 17:00	Intermediate	Virtual Classroom

Course	Date	Level	Format
<u>Stakeholder Relationship Management</u>	05-07-22 9:30 - 17:00	Intermediate	Virtual Classroom
<u>Successful Networking</u>	05-07-22 9:30 - 12:30	Personal Skills	Virtual Classroom
<u>Crisis PR and Communications in a Digital World</u>	05-07-22 15:00 - 16:30	Intermediate	Webinar
<u>Successful B2B Client Relationships</u>	06-07-22 9:30 - 13:00	Intermediate	Virtual Classroom
<u>Presentation Skills</u>	06-07-22 9:30 - 17:00	Personal Skills	London
<u>Getting to Grips with Grammar</u>	06-07-22 10:30 - 12:00	Introductory	Webinar
<u>Introduction to Writing for PR and Communications Practitioners</u>	06-07-22 15:00 - 16:30	Introductory	Webinar
<u>Introduction to PR and Communications</u>	07-07-22 9:30 - 17:00	Introductory	Virtual Classroom
<u>Advanced Public Affairs</u>	07-07-22 9:30 - 12:30	Advanced	Virtual Classroom
<u>Developing an Internal Communications and Engagement Strategy</u>	12-07-22 9:30 - 17:00	Intermediate	Virtual Classroom
<u>Measuring and Evaluating PR Campaigns</u>	12-07-22 10:30 - 12:00	Intermediate	Webinar
<u>Racial Equity and Culture Change for Leaders</u>	13-07-22 9:30 - 12:30	Personal Skills	Virtual Classroom
<u>Producing Thought Leadership That Actually Works</u>	13-07-22 9:30 - 12:30	Advanced	Virtual Classroom
<u>How to Manage your Time and Workload more Effectively</u>	13-07-22 15:00 - 16:30	Personal Skills	Webinar
<u>Improving your Proofreading and Editing Skills</u>	14-07-22 9:30 - 17:00	Intermediate	Virtual Classroom
<u>Becoming Confident and Assertive</u>	14-07-22 9:30 - 13:30	Personal Skills	Virtual Classroom
<u>Introduction to Google Analytics for PR and Communications</u>	14-07-22 10:30 - 12:00	Intermediate	Webinar
<u>Client Management: A strategic guide to successful client relationships</u>	19-07-22 9:30 - 17:00	Intermediate	Virtual Classroom

Course	Date	Level	Format
<u>Media Training and Media Interview Skills</u>	19-07-22 9:30 - 17:00	Intermediate	Virtual Classroom
<u>Harnessing the power of twitter for PR and Communications</u>	19-07-22 15:00 - 16:30	Introductory	Webinar
<u>Writing Effective Press Releases</u>	20-07-22 9:30 - 17:00	Introductory	London
<u>Women in Senior Leadership: A guide to taking charge of your career</u>	20-07-22 15:00 - 16:30	Advanced	Webinar
<u>Mastering Persuasion and Influence</u>	21-07-22 9:30 - 17:00	Personal Skills	London
<u>Making Better Decisions Under Pressure</u>	27-07-22 9:30 - 12:30	Personal Skills	Virtual Classroom
<u>Planning a Strategic PR Campaign</u>	27-07-22 9:30 - 17:00	Intermediate	Virtual Classroom
<u>Brand and Brand Storytelling</u>	27-07-22 10:30 - 15:00	Intermediate	Virtual Classroom
<u>Two-Day Crisis Management Masterclass</u>	28-07-22 9:30 - 17:00	Advanced	Virtual Classroom
<u>Effective Leadership - Skills and behaviours needed to deliver efficiency and results</u>	02-08-22 9:30 - 17:00	Advanced	Virtual Classroom
<u>Successful Media Messages</u>	02-08-22 10:30 - 12:00	Intermediate	Webinar
<u>You and your clients: A coaching session</u>	03-08-22 9:30 - 12:30	Advanced	Virtual Classroom
<u>Introduction to Management</u>	03-08-22 9:30 - 17:00	Intermediate	Virtual Classroom
<u>LinkedIn for PR and personal branding</u>	04-08-22 10:30 - 12:00	Intermediate	Webinar
<u>Account Management</u>	08-08-22 9:30 - 17:00	Intermediate	Virtual Classroom
<u>Implementing A Social Media Audit</u>	09-08-22 10:30 - 12:00	Intermediate	Webinar
<u>Making Great PR Campaigns with Instagram</u>	09-08-22 15:00 - 16:30	Intermediate	Webinar
<u>Selling into the Media</u>	10-08-22 9:30 - 17:00	Introductory	Virtual Classroom

Course	Date	Level	Format
<u>Beyond Emotional Intelligence</u>	10-08-22 10:00 - 16:00	Advanced	Virtual Classroom
<u>Developing a digital strategy</u>	11-08-22 9:30 - 17:00	Intermediate	Webinar
<u>How does SEO work? A guide for PR and Communications Practitioners</u>	16-08-22 15:00 - 16:30	Intermediate	Webinar
<u>Understanding Finance</u>	23-08-22 10:30 - 12:00	Advanced	Webinar
<u>Creativity - transform your capability</u>	23-08-22 10:30 - 15:00	Intermediate	Virtual Classroom
<u>Budget Management</u>	24-08-22 9:30 - 17:00	Introductory	Virtual Classroom
<u>Honing Your Copywriting Skills</u>	24-08-22 9:30 - 17:00	Intermediate	Virtual Classroom
<u>Introduction to PR and Communications</u>	24-08-22 9:30 - 17:00	Introductory	Virtual Classroom
<u>Mastering Measurement for More Effective Communications</u>	25-08-22 9:30 - 12:30	Advanced	Virtual Classroom
<u>Climbing the PR and Communications Career Ladder</u>	25-08-22 15:00 - 16:30	Personal Skills	Webinar