



PRCA TRAINING

**UPCOMING
TRAINING
COURSES**

JANUARY 2020 - AUGUST 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.

PERSONAL SKILLS

[Mental Health: Understanding and building your mental wealth](#)

[Personal Impact](#)

[Personal Branding](#)

[Race and Global Mindsets](#)

[The Diversity Dividend: Beyond the tickbox to business performance and self-knowledge](#)

INTERMEDIATE COURSES

[Navigating the Paid Marketing Landscape in 2021 and Beyond](#)

[Implementing A Social Media Audit](#)

[Lead Generation - Planning for gold](#)

[The Trusted Advisor: How to Win and Retain Clients' Confidence](#)

[Successful Meetings](#)

ADVANCED COURSES

[Living with Risk - Building certainty into an uncertain world](#)

[Managing an In-House Team](#)

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

[Future Leaders Programme](#)

Course	Date	Level	Format
<u>Selling into the Media</u>	06-01-21 9:30 - 17:00	Introductory	Virtual Classroom
<u>Writing Effective Press Releases</u>	06-01-21 9:30 - 17:00	Introductory	Virtual Classroom
<u>Introduction to PR and Communications</u>	07-01-21 9:30 - 17:00	Intermediate	Virtual Classroom
<u>How to Manage your Time and Workload more Effectively</u>	07-01-21 15:00 - 16:30	Personal Skills	Webinar
<u>Lead Generation - Planning for gold</u>	08-01-21 9:30 - 12:30	Intermediate	Virtual Classroom
<u>Living with Risk - Building certainty into an uncertain world</u>	12-01-21 9:30 - 12:30	Advanced	Virtual Classroom
<u>Mastering Persuasion and Influence</u>	12-01-21 9:30 - 17:00	Personal Skills	Virtual Classroom
<u>Crisis PR and Communications in a Digital World</u>	12-01-21 15:00 - 16:30	Intermediate	Webinar
<u>Introduction to Management</u>	13-01-21 9:30 - 17:00	Intermediate	Virtual Classroom
<u>The Savvy Account Director</u>	13-01-21 9:30 - 17:00	Introductory	Virtual Classroom
<u>Successful Face-to-Face and Virtual Networking</u>	14-01-21 9:30 - 12:30	Advanced	Virtual Classroom
<u>Harnessing the power of twitter for PR and Communications</u>	14-01-21 10:30 - 12:00	Introductory	Webinar
<u>Motivating and Leading PR and Communications Teams</u>	15-01-21 9:30 - 17:00	Advanced	Virtual Classroom
<u>Personal Branding</u>	19-01-21 9:30 - 17:00	Personal Skills	Virtual Classroom
<u>Planning a Strategic PR Campaign</u>	19-01-21 9:30 - 17:00	Intermediate	Virtual Classroom
<u>Introduction to Google Analytics for PR and Communications</u>	19-01-21 15:00 - 16:30	Introductory	Webinar
<u>The 'C' Word: Using content to drive conversation</u>	20-01-21 10:00 - 12:30	Intermediate	Virtual Classroom
<u>TikTok: Tips and Trends for Digital PR and Social Media Campaigns</u>	21-01-21 9:30 - 12:30	Intermediate	Virtual Classroom
<u>Presentation Skills</u>	21-01-21 9:30 - 17:00	Personal Skills	Virtual Classroom
<u>Stakeholder Relationship Management</u>	25-01-21 9:30 - 17:00	Advanced	Virtual Classroom
<u>Client Management: A strategic guide to successful client relationships</u>	26-01-21 9:30 - 17:00	Intermediate	Virtual Classroom

Course	Date	Level	Format
<u>Successful New Business Pitching</u>	26-01-21 9:30 - 17:00	Advanced	Virtual Classroom
<u>Good B2B Media Writing</u>	27-01-21 9:30 - 17:00	Intermediate	Virtual Classroom
<u>How to Create an Effective Blog</u>	27-01-21 15:00 - 16:30	Introductory	Webinar
<u>Two-Day Crisis Management Masterclass</u>	28-01-21 9:30 - 17:00	Advanced	Virtual Classroom
<u>Building Resilience: Understanding Your Own Wellbeing & Mental Health</u>	28-01-21 10:30 - 12:00	Personal Skills	Webinar
<u>Creativity in B2B PR and Communications</u>	01-02-21 9:30 - 13:00	Intermediate	Virtual Classroom
<u>Successful Media Messages</u>	01-02-21 15:00 - 16:30	Intermediate	Webinar
<u>Managing an Integrated Communications Campaign</u>	02-02-21 10:30 - 12:00	Intermediate	Webinar
<u>Managing an Agency – Part 1</u>	02-02-21 10:00 - 17:00	Advanced	Virtual Classroom
<u>Business Development Planning and Strategy</u>	03-02-21 9:30 - 17:00	Intermediate	Virtual Classroom
<u>Developing a Communication Strategy</u>	03-02-21 9:30 - 12:30	Advanced	Virtual Classroom
<u>LinkedIn for PR and personal branding</u>	03-02-21 10:30 - 12:00	Intermediate	Webinar
<u>Effective Leadership - Skills and behaviours needed to deliver efficiency and results</u>	04-02-21 9:30 - 17:00	Advanced	Virtual Classroom
<u>Growing Your Own Gravitas: Confidence and Credibility for Women in PR and Communications</u>	04-02-21 10:00 - 16:00	Personal Skills	Virtual Classroom
<u>Developing an Internal Communications and Engagement Strategy</u>	05-02-21 9:30 - 17:00	Intermediate	Virtual Classroom
<u>Brand and Brand Storytelling</u>	08-02-21 10:30 - 15:00	Intermediate	Virtual Classroom
<u>Confidence, Clarity, Control – How to become a brilliant spokesperson</u>	09-02-21 9:30 - 13:30	Intermediate	Virtual Classroom
<u>Exemplary People Management</u>	09-02-21 9:30 - 17:00	Intermediate	Virtual Classroom
<u>Understanding Finance</u>	09-02-21 10:30 - 12:00	Advanced	Webinar
<u>Managing Clients</u>	10-02-21 10:00 - 16:00	Introductory	Virtual Classroom
<u>How does SEO work? A guide for PR and Communications Practitioners</u>	10-02-21 10:30 - 12:00	Intermediate	Webinar

Course	Date	Level	Format
<u>Honing Your Copywriting Skills</u>	11-02-21 9:30 - 17:00	Intermediate	Virtual Classroom
<u>Beyond Emotional Intelligence</u>	11-02-21 10:00 - 16:00	Advanced	Virtual Classroom
<u>Measuring and Evaluating PR Campaigns</u>	11-02-21 15:00 - 16:30	Intermediate	Webinar
<u>Managing an In-House Team</u>	16-02-21 9:30 - 17:00	Advanced	Virtual Classroom
<u>Communicate for Impact: Get better results from all your meetings, teleconferences, and emails</u>	16-02-21 9:30 - 12:30	Personal Skills	Virtual Classroom
<u>Creativity - transform your capability</u>	16-02-21 10:30 - 15:00	Intermediate	Virtual Classroom
<u>Advanced Public Affairs</u>	17-02-21 9:30 - 12:30	Advanced	Virtual Classroom
<u>Introduction to Marketing</u>	17-02-21 9:30 - 12:30	Introductory	Virtual Classroom
<u>Climbing the PR and Communications Career Ladder</u>	17-02-21 10:30 - 12:00	Personal Skills	Webinar
<u>You and your clients: A coaching session</u>	18-02-21 9:30 - 12:30	Advanced	Virtual Classroom
<u>Making Great PR Campaigns with Instagram</u>	18-02-21 15:00 - 16:30	Intermediate	Webinar
<u>Becoming Confident and Assertive</u>	19-02-21 9:30 - 13:30	Personal Skills	Virtual Classroom
<u>Selling into the Media</u>	23-02-21 9:30 - 17:00	Introductory	Virtual Classroom
<u>Developing the Best Version of Yourself</u>	23-02-21 10:30 - 13:00	Personal Skills	Virtual Classroom
<u>Creating and Curating Compelling Content for Social Media</u>	23-02-21 15:00 - 16:30	Intermediate	Webinar
<u>Improving your Proofreading and Editing Skills</u>	24-02-21 9:30 - 17:00	Intermediate	Virtual Classroom
<u>Developing a digital strategy</u>	24-02-21 9:30 - 17:00	Intermediate	Virtual Classroom
<u>Account Management</u>	25-02-21 9:30 - 17:00	Intermediate	Virtual Classroom
<u>The Diversity Dividend: Beyond the tickbox to business performance and self-knowledge</u>	25-02-21 10:30 - 12:00	Personal Skills	Webinar
<u>Navigating Different Personality Types at Work</u>	25-02-21 10:30 - 12:30	Personal Skills	Virtual Classroom
<u>The Right Way to use Facebook for PR and Communications</u>	02-03-21 10:30 - 12:00	Intermediate	Webinar

Course	Date	Level	Format
<u>Press Releases to Tweets: Writing for different media</u>	02-03-21 10:00 - 17:00	Introductory	Virtual Classroom
<u>How to Balance Working from Home</u>	02-03-21 10:00 - 12:00	Personal Skills	Virtual Classroom
<u>Project Management</u>	03-03-21 9:30 - 17:00	Introductory	Virtual Classroom
<u>Earning the Profit you Want</u>	03-03-21 9:30 - 12:30	Advanced	Virtual Classroom
<u>Building an Internal Communications Campaign that Works</u>	03-03-21 10:30 - 12:00	Intermediate	Webinar
<u>Managing Performance to Improve Productivity</u>	04-03-21 9:30 - 17:00	Advanced	Virtual Classroom
<u>Presentation Skills</u>	04-03-21 9:30 - 17:00	Personal Skills	Virtual Classroom
<u>Introduction to PR and Communications</u>	09-03-21 9:30 - 17:00	Introductory	Virtual Classroom
<u>Managing an Agency – Part 2</u>	09-03-21 10:00 - 17:00	Advanced	Virtual Classroom
<u>Introduction to Management</u>	10-03-21 9:30 - 17:00	Intermediate	Virtual Classroom
<u>Crisis Management – Practical tips for reputation, recovery and rebuilding</u>	10-03-21 10:30 - 12:00	Intermediate	Webinar
<u>Successful Networking</u>	11-03-21 9:30 - 12:30	Personal Skills	Virtual Classroom
<u>The Power of Podcasting</u>	11-03-21 9:30 - 17:00	Intermediate	Virtual Classroom
<u>Budget Management</u>	12-03-21 9:30 - 17:00	Introductory	Virtual Classroom
<u>Selling into the Media</u>	16-03-21 9:30 - 17:00	Introductory	Virtual Classroom
<u>Controlling Over-Servicing</u>	16-03-21 9:30 - 12:30	Advanced	Virtual Classroom
<u>Purposeful Communication and Communicating Purpose</u>	16-03-21 10:30 - 12:00	Intermediate	Webinar
<u>Producing Thought Leadership That Actually Works</u>	17-03-21 9:30 - 12:30	Advanced	Virtual Classroom
<u>Developing a digital strategy</u>	17-03-21 9:30 - 17:00	Intermediate	Virtual Classroom
<u>Employee Change Communications</u>	17-03-21 15:00 - 16:30	Intermediate	Webinar
<u>Account Management</u>	18-03-21 9:30 - 17:00	Intermediate	Virtual Classroom

Course	Date	Level	Format
<u>Producing Engaging Content in Public Sector Communications</u>	18-03-21 10:30 - 12:00	Intermediate	Webinar
<u>Writing Effective Press Releases</u>	23-03-21 9:30 - 17:00	Introductory	Virtual Classroom
<u>The Tweet-Suite: Using Twitter to turbo charge your PR and Communications Campaigns</u>	23-03-21 10:30 - 12:00	Advanced	Webinar
<u>The Savvy Account Director</u>	24-03-21 9:30 - 17:00	Intermediate	Virtual Classroom
<u>Planning a Strategic PR Campaign</u>	24-03-21 9:30 - 17:00	Intermediate	Virtual Classroom
<u>Mastering Measurement for More Effective Communications</u>	25-03-21 9:30 - 12:30	Advanced	Virtual Classroom
<u>Successful Media Relations</u>	25-03-21 10:30 - 12:00	Intermediate	Webinar
<u>Successful B2B Client Relationships</u>	30-03-21 9:30 - 13:00	Intermediate	Virtual Classroom
<u>Race and Global Mindsets</u>	30-03-21 9:30 - 17:00	Personal Skills	Virtual Classroom
<u>Crisis Communications Management</u>	31-03-21 9:30 - 17:00	Intermediate	Virtual Classroom
<u>Productive Conflict and Difficult Conversations</u>	31-03-21 9:30 - 13:30	Advanced	Virtual Classroom
<u>Successful New Business Pitching</u>	01-04-21 9:30 - 17:00	Advanced	Virtual Classroom
<u>Honing Your Copywriting Skills</u>	01-04-21 9:30 - 17:00	Intermediate	Virtual Classroom
<u>Twitter: Tips and Trends for Digital PR and Social Media Campaigns</u>	06-04-21 9:30 - 12:30	Intermediate	Virtual Classroom
<u>Creating a High-Performing Team in the Digital Age</u>	06-04-21 10:00 - 13:00	Advanced	Virtual Classroom
<u>Gaining Coverage in a Digital Media World</u>	07-04-21 10:30 - 12:00	Intermediate	Webinar
<u>Becoming Confident and Assertive</u>	08-04-21 9:30 - 13:30	Personal Skills	Virtual Classroom
<u>Narrative by Numbers: How to tell powerful and purposeful stories with data</u>	08-04-21 9:30 - 13:30	Advanced	Virtual Classroom
<u>Digital Landscape for PR and Communications</u>	08-04-21 10:30 - 12:00	Introductory	Webinar
<u>Mastering Persuasion and Influence</u>	13-04-21 9:30 - 17:00	Personal Skills	Virtual Classroom
<u>Improving your Proofreading and Editing Skills</u>	13-04-21 9:30 - 17:00	Intermediate	Virtual Classroom

Course	Date	Level	Format
<u>Presentation Skills</u>	14-04-21 9:30 - 17:00	Personal Skills	Virtual Classroom
<u>How to Manage your Time and Workload more Effectively</u>	14-04-21 15:00 - 16:30	Personal Skills	Webinar
<u>Selling into the Media</u>	15-04-21 9:30 - 17:00	Introductory	Virtual Classroom
<u>Personal Impact</u>	15-04-21 9:30 - 12:30	Personal Skills	Virtual Classroom
<u>Introduction to Public Affairs</u>	15-04-21 15:00 - 16:30	Introductory	Webinar
<u>Brand and Brand Storytelling</u>	20-04-21 10:30 - 15:00	Intermediate	Virtual Classroom
<u>Creating Great B2B Social Media Campaigns</u>	20-04-21 10:30 - 12:00	Intermediate	Webinar
<u>Growing Your Own Gravitas: Confidence and Credibility for Women in PR and Communications</u>	20-04-21 10:00 - 16:00	Personal Skills	Virtual Classroom
<u>Developing a digital strategy</u>	21-04-21 9:30 - 17:00	Intermediate	Virtual Classroom
<u>Self-Knowledge, Emotional Intelligence, and Resilience Masterclass</u>	21-04-21 9:30 - 17:00	Personal Skills	Virtual Classroom
<u>Account Management</u>	22-04-21 9:30 - 17:00	Intermediate	Virtual Classroom
<u>Motivating and Leading PR and Communications Teams</u>	27-04-21 9:30 - 17:00	Advanced	Virtual Classroom
<u>Implementing A Social Media Audit</u>	27-04-21 10:30 - 12:00	Intermediate	Webinar
<u>Creativity - transform your capability</u>	27-04-21 10:30 - 15:00	Intermediate	Virtual Classroom
<u>How to Win Clients in a World Challenged by COVID-19</u>	28-04-21 9:30 - 13:00	Advanced	Virtual Classroom
<u>Managing an Agency - Part 1</u>	28-04-21 10:00 - 17:00	Advanced	Virtual Classroom
<u>Ethics in PR and Communications</u>	28-04-21 15:00 - 16:30	Intermediate	Webinar
<u>Diversity & Inclusion for PR and Communications Managers</u>	29-04-21 9:30 - 17:00	Personal Skills	Virtual Classroom
<u>Client Management: A strategic guide to successful client relationships</u>	04-05-21 9:30 - 17:00	Intermediate	Virtual Classroom
<u>Lead Generation - Planning for gold</u>	04-05-21 9:30 - 12:30	Intermediate	Virtual Classroom
<u>The Power of Emotions in PR and Communications</u>	04-05-21 15:00 - 16:30	Personal Skills	Webinar

Course	Date	Level	Format
<u>Effective Leadership - Skills and behaviours needed to deliver efficiency and results</u>	05-05-21 9:30 - 17:00	Advanced	Virtual Classroom
<u>Social Media Metrics</u>	05-05-21 15:00 - 16:30	Intermediate	Webinar
<u>Improving your Proofreading and Editing Skills</u>	06-05-21 9:30 - 17:00	Intermediate	Virtual Classroom
<u>Two Day Digital Masterclass</u>	06-05-21 9:30 - 17:00	Advanced	Virtual Classroom
<u>Business Development Planning and Strategy</u>	07-05-21 9:30 - 17:00	Intermediate	Virtual Classroom
<u>Better Pitching</u>	11-05-21 9:30 - 12:30	Intermediate	Virtual Classroom
<u>Social Media in Public Affairs</u>	11-05-21 15:00 - 16:30	Introductory	Webinar
<u>Presentation Skills</u>	12-05-21 9:30 - 17:00	Personal Skills	Virtual Classroom
<u>Unleash your Inner Creative</u>	12-05-21 10:30 - 12:00	Intermediate	Webinar
<u>How to Nail the Creative Process from Start to Finish</u>	13-05-21 9:30 - 13:30	Introductory	Virtual Classroom
<u>Selling into the Media</u>	13-05-21 9:30 - 17:00	Introductory	Virtual Classroom
<u>Trust in Public Relations</u>	14-05-21 9:30 - 19:00	Advanced	Virtual Classroom
<u>Your Role in New Business Pitching</u>	18-05-21 10:30 - 12:00	Intermediate	Online
<u>Writing Effective Press Releases</u>	19-05-21 9:30 - 17:00	Introductory	Virtual Classroom
<u>Writing Effective Press Releases</u>	19-05-21 9:30 - 17:00	Introductory	Virtual Classroom
<u>Account Management</u>	20-05-21 9:30 - 17:00	Intermediate	Virtual Classroom
<u>Budget Management</u>	20-05-21 9:30 - 17:00	Introductory	Virtual Classroom
<u>Navigating the Paid Marketing Landscape in 2021 and Beyond</u>	20-05-21 10:30 - 12:00	Intermediate	Online
<u>Planning a Strategic PR Campaign</u>	25-05-21 9:30 - 17:00	Intermediate	Virtual Classroom
<u>Managing an Agency - Part 2</u>	25-05-21 10:00 - 17:00	Advanced	Virtual Classroom
<u>Behavioural Economics - The science behind successful PR</u>	25-05-21 15:00 - 16:30	Advanced	Webinar

Course	Date	Level	Format
<u>Developing a digital strategy</u>	26-05-21 9:30 - 17:00	Intermediate	Virtual Classroom
<u>Exemplary People Management</u>	26-05-21 9:30 - 17:00	Intermediate	Virtual Classroom
<u>Reddit: Tips and Trends for Digital PR and Social Media Campaigns</u>	27-05-21 9:30 - 12:30	Intermediate	Virtual Classroom
<u>The 'C' Word: Using content to drive conversation</u>	27-05-21 10:00 - 12:30	Intermediate	Virtual Classroom
<u>How to Write a Winning Award Entry</u>	27-05-21 10:30 - 12:00	Intermediate	Webinar
<u>Good B2B Media Writing</u>	28-05-21 9:30 - 17:00	Intermediate	Virtual Classroom
<u>Crisis Communications Management</u>	31-05-21 9:30 - 17:00	Intermediate	Virtual Classroom
<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	Online
<u>Project Management</u>	02-06-21 9:30 - 17:00	Introductory	Virtual Classroom
<u>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>Managing Performance to Improve Productivity</u>	03-06-21 9:30 - 17:00	Advanced	Virtual Classroom
<u>Parliament and Public Affairs</u>	03-06-21 9:30 - 12:30	Intermediate	Virtual Classroom
<u>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	Introductory	Virtual Classroom
<u>Using Video in Social Media for PR and Communications</u>	09-06-21 10:30 - 12:00	Introductory	Webinar
<u>Mastering the Art of Memorable Moderation & Facilitation</u>	10-06-21 5:30 - 13:00	Advanced	Virtual Classroom

Course	Date	Level	Format
<u>Selling into the Media</u>	15-06-21 9:30 - 17:00	Introductory	Virtual Classroom
<u>Motivating and Leading PR and Communications Teams</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	Introductory	Virtual Classroom
<u>Account Management</u>	17-06-21 9:30 - 17:00	Intermediate	Virtual Classroom
<u>Presentation Skills</u>	17-06-21 9:30 - 17:00	Personal Skills	Virtual Classroom
<u>Planning a Strategic PR Campaign</u>	22-06-21 9:30 - 17:00	Intermediate	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>Personal Branding</u>	29-06-21 9:30 - 17:00	Personal Skills	Virtual Classroom
<u>TikTok: Tips and Trends for Digital PR and Social Media Campaigns</u>	29-06-21 9:30 - 12:30	Intermediate	Virtual Classroom
<u>The Savvy Account Director</u>	30-06-21 9:30 - 17:00	Intermediate	Virtual Classroom
<u>Creativity in B2B PR and Communications</u>	01-07-21 9:30 - 13:00	Intermediate	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>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>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>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>Becoming Confident and Assertive</u>	15-07-21 9:30 - 13:30	Personal Skills	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>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>Measuring and Evaluating PR Campaigns</u>	29-07-21 10:30 - 12:00	Intermediate	Webinar
<u>Planning a Strategic PR Campaign</u>	03-08-21 9:30 - 17:00	Intermediate	Virtual Classroom
<u>Effective Leadership - Skills and behaviours needed to deliver efficiency and results</u>	03-08-21 9:30 - 17:00	Advanced	Virtual Classroom
<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

Course	Date	Level	Format
<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	Intermediate	Webinar
<u>Implementing A Social Media Audit</u>	10-08-21 10:30 - 12:00	Intermediate	Webinar
<u>Developing a digital strategy</u>	11-08-21 9:30 - 17:00	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>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	Introductory	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