



# Public relations and public engagement

## Facing outwards with confidence

### Seminar objective

A confident approach to the media, both face-to-face, online and especially in social media, makes a significant contribution to the company's success. New customers are acquired, existing customers are maintained. Companies that know the law and make targeted use of the press and public have a decisive competitive advantage. In this training, you will receive the necessary tools for a contemporary PR strategy that fits the corporate culture. Know what the core messages to your target group are and communicate them through different channels. Use practical examples to practice dealing with journalists during the training and advance your PR work professionally!

### Seminar content

#### Basics and scope of contemporary & authentic press and public relations::

- Drawing attention to the company and presenting it in a positive light.
- What interests the media and the company's stakeholders?
- Staying true to the corporate culture in the media: Examples from the field
- Overview of the PR process and presentation of starting points: Strategic planning
- What do you need and when?: Press releases, white papers on important topics, authentic material
- Working with social media and press agencies
- Using the right images: Video and/or photo footage?

#### The maintenance of press contacts and the choice of instruments:

- Press conference: preparing and dealing with journalists
- Interviews: presenting the key messages correctly
- Talking to journalists: appearing professional and confident
- Trade fair presence: etiquette in dealing with difficult questions
- Using online tools and communicating successfully even in times of crisis

#### Measure success - and also communicate when things get difficult:

- Be prepared for times of crisis
- Professional communication in a crisis

#### Materials for PR work:

- Targeted communication with core messages
- Writing (press) releases yourself: Online or offline
- The classic press kit
- How can I use social media for press work?

### Methodology

Active exercise sequences Interactive and experience-oriented exchange Practical examples Short trainer inputs Individual and group

#### Course ref.

KOM1014

#### Participants

not more than 9 participants

#### Schedule

1. Day: 10:00 - 17:00  
2. Day: 09:00 - 16:00

#### Location & dates

##### Münster

16.09.2024 – 17.09.2024  
24.04.2025 – 25.04.2025  
15.09.2025 – 16.09.2025

#### Fee

1.150,00 € (ex. VAT)  
1.368,50 € (inc. VAT)

Included in the price: Working documents, certificate of participation, lunch and coffee breaks.



exercises

**Target audience**

The seminar public relations and public engagement is aimed at employees representing business enterprises, administrative bodies and other authorities in a public setting.



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