



Workshop on Public Relations and Media Skills

June 29 – July 3, 2026, 1st Run: Lagos & Port Harcourt

December 14 – 18, 2026, 2nd Run: Lagos & Abuja

For Tutor -Led Class: 9am – 4:30pm

Workshop fee: Lagos: N350, 000,

Abuja / Port Harcourt: N400, 000 per Participant

Delivery Mode: In-person / Live Virtual / Hybrid

Online course fee: N300, 000 per Participant

Available for In-plant Training

**700 US\$ for foreign
Participants**

Program overview:

In today's interconnected world, effective communication is essential for organizations to build their reputation, manage public perception, and achieve their goals. This course provides participants with comprehensive training in understanding, managing, and leveraging media relations and PR strategies. It equips participants with the tools necessary to navigate the complexities of modern media landscapes and communicate effectively with diverse stakeholders.

Public Relations (PR) professionals should be prepared to use their skills to present a positive image of their company at all times. They must be prepared to respond quickly to any crisis that may arise. By putting the right effort into building a solid reputation during good times your business will be able to withstand the negative press if a crisis were to arise. Participants will be equipped with the knowledge and skills needed to effectively manage PR activities, cultivate media relationships, navigate digital platforms, and strategically communicate with stakeholders.

For whom:

This course is designed for professionals working in PR, corporate communications, or media relations, Marketing executives seeking to enhance their understanding of PR strategies, Business leaders and managers interested in improving organizational communication and reputation management

Learning objectives:

At the end of the program, participants will be able to:

- gain a foundational understanding of PR principles, including its role in shaping public perception and organizational reputation.
- develop and implement effective media relations strategies, including crafting press releases, media pitches, and managing media inquiries.
- develop skills to handle PR crises effectively, including strategies for managing negative publicity and maintaining organizational credibility.
- explore the impact of digital media on PR practices, including utilizing social media platforms for engagement and brand management.
- explain the importance of building and maintaining relationships with key stakeholders, including investors, customers, and the community.
- design methods to assess the effectiveness of PR campaigns and media outreach efforts through metrics and analytics.

Course Outline:

Human Capital Associates Global Consult Ltd is Accredited by Nigeria Council for Management Development (NCMD)

Lagos: Human Capital Associates Global Consult Ltd: Acme House 2nd Floor, Ogba Industrial Scheme, Ogba, Ikeja – Lagos

Website: www.hcaglobalconsult.com: Email: info@hcaglobalconsult.com, hcaglobalconsult@gmail.com

Tel: Office Lines: Mon – Fri | 8am-5pm | +234-8051365946, +234-7087578814 (Office Lines)

24/7 Lines: +234-8068933608 (WhatsApp), +234-8029170491 & +234-8145745664(WhatsApp) & +234-9112830607

Day 1: Introduction to Public Relations

- Definition and scope of Public Relations (PR)
- Importance of PR in modern organizations
- Role of PR in managing reputation and relationships

Fundamentals of Media Relations

- Understanding the media landscape
- Types of media: traditional vs. digital
- Developing media lists and contacts

Day 2: Effective Communication Strategies

- Principles of effective communication
- Crafting key messages
- Techniques for clear and concise communication

Building and Maintaining Media Relationships

- Techniques for building rapport with journalists
- Handling media inquiries and requests
- Best practices for media interviews

Day 3: Crisis Communication

- Preparing for and managing crises
- Crisis communication strategies
- Case studies of successful crisis management

Digital PR and social media

- Leveraging social media for PR purposes
- Online reputation management
- Monitoring and responding to online conversations

Day 4: Writing for PR

- Press release writing techniques
- Crafting effective pitches and media alerts
- Creating compelling content for different platforms

PR Campaign Planning

- Developing PR campaign strategies
- Setting goals and objectives
- Measurement and evaluation of PR campaigns

Day 5: Ethics and Legal Issues in PR

- Ethical considerations in PR practices
- Understanding legal constraints and responsibilities
- Case studies of ethical dilemmas in PR

Practical Exercises and Case Studies

- Role-playing media interviews
- Drafting press releases and media pitches
- Analyzing real-world PR campaigns

LOCATIONS

1 - HCA Learning Centre. Acme House 2nd Floor, 23, Acme Road, Ogba, Industrial Scheme, Ikeja, Lagos, Nigeria

2 – FAB By Toprank Hotel, Opposite Old Federal Secretariat Area 1, Garki, Abuja.

3 – Pakiri hotel Ltd., 4 Okwuruola Street, off Stadium Road, Rumuola, Port Harcourt, Rivers State.

In-plant Fee Negotiable

WORKSHOP FEE:

**Workshop fee: Lagos: N350, 000 per Participant, VAT-N26,250
Abuja / Port Harcourt: N400, 000 per Participant, VAT-N30,000**

Note: this covers Workshop Fee, Tea/coffee break, Lunch, course materials and certificate of attendance.

Payment should be made into our Accounts:

Account Name: Human Capital Associates Global Consult Ltd.

Union Bank of Nig. PLC: Account No: 0097961537

First Bank of Nig. PLC: Account No: 2033683960

Keystone Bank Ltd.: Account No: 1007150325

**For Booking / Enquiry, Call: 234-8051365946, 234-7087578814
24/7 Lines: 234-8068933608, 234-8029170491, 234-8145745664, &
234-9112830607**

Training Methodology: Lectures, discussions, exercises, case studies, audio-visual aids will be used to reinforce these teaching/learning methods.

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