



# Training Courses

# Media and Public Relations



## Discovery Tools

Training - Consulting - Conferences Organizing

### Media and Public Relations

Code	Course Title	Date	Venue
PRM 124	Advanced Public Relations and Media Skills	05 – 09 JAN 2025	Istanbul
PRM 164	Strategic Event Management	05 – 09 JAN 2025	Cairo
PRM 202	Planning and Managing PR Campaigns	12 – 16 JAN 2025	Riyadh
PRM 126	Strategic Media Planning	12 – 16 JAN 2025	Dubai
PRM 166	Advanced Public Relations Management	19 – 23 JAN 2025	Jeddah
PRM 204	The Advanced Complete Course in Communications and Media-Intensive Practices and Cases Studies	19 – 23 JAN 2025	Trabzon
PRM 128	Public Relations and Communication Skills	26 – 30 JAN 2025	Paris
PRM 168	The Customer Service and Public Relations Masterclass	26 – 30 JAN 2025	Madrid
PRM 206	Advanced Public Speaking and Presentation Skills	02 – 06 FEB 2025	Istanbul
PRM 130	TV Newpresenting	02 – 06 FEB 2025	London
PRM 170	Strategic Communication Thinking, Planning and Execution	09 – 13 FEB 2025	Cairo
PRM 208	Winning Social Media Strategies for Public Relations	09 – 13 FEB 2025	Antalya
PRM 132	Advanced Social Media	16 – 20 FEB 2025	Austria
PRM 172	Social Media Summit	23 – 27 FEB 2025	Jeddah
PRM 210	Business Etiquette and Protocol	02 – 06 MAR 2025	Istanbul
PRM 134	Reception and Hospitality	09 – 13 MAR 2025	Dubai
PRM 174	Business Relationship Management Professional Training (BRMP)	16 – 20 MAR 2025	Cairo
PRM 212	Public Relations Strategy and Tactics	23 – 27 MAR 2025	Istanbul
PRM 136	Certified Public Relations Professional	30 MAR – 03 APR 2025	Barcelona
PRM 176	Public Relations Officer	06 – 10 APR 2025	London
PRM 214	Communicating to Your Senior Management and Key Stakeholders	13 – 17 APR 2025	Riyadh



# Discovery Tools

Training - Consulting - Conferences Organizing

PRM 138	Public Relations in the Oil and Gas Industry	20 – 24 APR 2025	Abu Dhabi
PRM 178	Corporate Identity and Brand Management	27 APR – 01 MAY 2025	Alexandria
PRM 216	Public Relations Impact Measurement and KPI's Framework	04 – 08 MAY 2025	Paris
PRM 140	Digital Content	11 – 15 MAY 2025	Dubai
PRM 180	Public Relations Campaigns - From Planning to Execution	18 – 22 MAY 2025	Riyadh
PRM 218	Event Management Specialist	25 – 29 MAY 2025	Madrid
PRM 142	Public Relations and Successful Campaigns	01 – 05 JUNE 2025	London
PRM 182	Crisis Management in Public Relations	08 – 12 JUNE 2025	Antalya
PRM 220	Making Things Happen - Overcoming Ambiguity	15 – 19 JUNE 2025	Cairo
PRM 144	Corporate Social Responsibility	22 – 26 JUNE 2025	London
PRM 184	Managing Media Campaigns	29 JUNE – 03 JULY 2025	Trabzon
PRM 222	Digital Innovations for Media	06 – 10 JULY 2025	Istanbul
PRM 146	Mastering the Art of Presence and Influence	13 – 17 JULY 2025	Sharm El Sheikh
PRM 186	Documentary Photography and Photojournalism	20 – 24 JULY 2025	Vienna
PRM 224	Media Handling Skills and Conducting Television Interviews	27 – 31 JULY 2025	Cairo
PRM 148	Effective Meetings and Workshops Design and Moderation Techniques	03 – 07 AUG 2025	Istanbul
PRM 188	Mobile Journalism (MOJO)	10 – 14 AUG 2025	Dubai
PRM 226	Events and Conferences Management	17 – 21 AUG 2025	Istanbul
PRM 150	Modern Management of Public Relations	24 – 28 AUG 2025	Paris
PRM 190	Facilitating Change through Effective Communications	31 AUG – 04 SEP 2025	Trabzon
PRM 228	Modern Meetings, Incentives, Conference and Events (MICE) Techniques	07 – 11 SEP 2025	Cairo
PRM 152	Field Reporting And TV Bulletin Production	14 – 18 SEP 2025	Austria
PRM 192	Planning PR Campaigning in Media	21 – 25 SEP 2025	Abu Dhabi



# Discovery Tools

Training - Consulting - Conferences Organizing

PRM 230	Government Communication and Public Relations	28 SEP – 02 OCT 2025	Istanbul
PRM 154	Presentation Skills	05 – 09 OCT 2025	Dubai
PRM 194	Hospitality Events and Conferences Management	12 – 16 OCT 2025	Alexandria
PRM 232	Press Office Management	19 – 23 OCT 2025	Istanbul
PRM 156	Digital Journalism	26 – 30 OCT 2024	Amsterdam
PRM 196	Protocol and Event Management	02 – 06 NOV 2025	Vienna
PRM 234	Effective Social Media Campaign	09 – 13 NOV 2025	Dubai
PRM 158	Public Affairs and Media Relations	16 – 20 NOV 2025	Istanbul
PRM 198	Incident and Crisis response Communication Skills	23 – 27 NOV 2025	Cairo
PRM 236	Public Relations and Conferences Management	30 NOV – 04 DEC 2025	Istanbul
PRM 160	International Protocol and Diplomacy	07 – 11 DEC 2025	Sharm El Sheikh
PRM 200	Public Relations and Media Skills	14 – 18 DEC 2025	Trabzon
PRM 238	Leadership for PR Professional	21 – 25 DEC 2025	Istanbul
PRM 162	Public Relations and Corporate Communications	28 DEC – 01 JAN 2026	Cairo