

Course : Press relations: defining and implementing a strategy

Practical course - 3d - 21h00 - Ref. COX

Price : 2110 CHF E.T.

★★★★★ 4,3 / 5

Press relations are an essential communication tool for promoting a company's image. This training course will enable you to better understand journalists' expectations and identify the information you need to relay. You will acquire a methodology to build your strategy and action plan in this field.

Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Building your media relations strategy
- ✓ Define messages adapted to each medium
- ✓ Writing press releases and press kits
- ✓ Mastering crisis communication
- ✓ Measuring media relations actions

Intended audience

Anyone wishing to learn or improve their media relations skills. Participants are invited to bring concrete examples of actual or planned press relations.

Prerequisites

No special knowledge required.

Practical details

Hands-on work

Individual reflection exercises, group workshops, case studies, experience sharing and role-playing.

Course schedule

PARTICIPANTS

Anyone wishing to learn or improve their media relations skills.

Participants are invited to bring concrete examples of actual or planned press relations.

PREREQUISITES

No special knowledge required.

TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects.

They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more.

Participants also complete a placement test before and after the course to measure the skills they've developed.

1 Press relations: a lever for external communication

- Define your strategy: objectives, targets, messages.
- Integrate press relations into your overall communications strategy.

Hands-on work

Develop a communication strategy that includes press relations.

2 Managing media relations

- Take an interest in how the media work.
- Understand journalists' expectations.
- Identify your target journalists.
- Establish a relationship of trust with them.

Role-playing

Identify and approach key journalists. Role-playing to improve your effectiveness in dealing with journalists.

3 Determine your tactics and pitch your stories to journalists

- Seize opportunities to promote your organization in the media.
- Work on angles to attract media interest/audiences.
- Prepare your arguments and contact journalists with tailor-made topics.

Hands-on work

Identify angles to publicize a start-up. Pitch a specific subject to a targeted journalist.

4 Work on the form and distribution channels of a news item

- Master the rules for writing press releases and press kits.
- Use social networks to disseminate information.
- Best practices for the online press area.

Hands-on work

Write a full press release, a press kit summary, a post for X.

5 Organizing a press event

- Select the appropriate event format.
- Prepare and lead a press briefing.
- Use digital to amplify the impact of the event.

Hands-on work

Drafting of an invitation and selection of journalists. Organization of follow-ups and digital amplification.

6 Preparing and organizing interviews with spokespersons

- Build a solid sales pitch.
- Develop relevant questions and answers.
- Know the specific rules of written, radio and TV interviews.

Hands-on work

Composition of the ideal briefing kit. Writing a sales pitch and setting up an interview situation.

TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.

7 Learn advanced press relations techniques

- Offer "one-to-one" meetings, exclusives and previews.
- Know the rules of the embargo and the "off the record".
- React to false information.

Role-playing

Apply these techniques to fictitious cases proposed by the trainer or by participants themselves.

8 Managing press relations in crisis situations

- Identify the different types of crisis.
- Understand the role of social networks.
- Principles and tools for optimized management in times of crisis.

Exercise

Deciphering a case, deducing best practices. Application of a crisis management guideline.

9 Evaluating and enhancing your press relations

- Select appropriate performance indicators.
- Use analysis tools to measure press coverage.
- Promote positive spin-offs internally and externally.

Group discussion

Discussions and collective reflection.

Dates and locations

REMOTE CLASS

2026 : 22 June, 4 Nov.