Advanced Public Relations And Customer Care Training Course

Professional Development Training Course Outline

Category	Business	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

Advanced Public Relations and Customer Care Training Course is a cutting-edge, skill-focused program designed to empower professionals with strategic communication techniques, crisis management expertise, brand reputation building, and exceptional customer experience delivery. In today's competitive business environment, organizations thrive by establishing trust, fostering loyalty, and effectively engaging their audience. This course blends PR best practices, customer service excellence, and modern engagement strategies to create confident, persuasive, and service-oriented professionals.

Through interactive case studies, real-life simulations, and industry-driven strategies, participants will master strategic PR planning, media relations management, digital communication, customer retention techniques, and conflict resolution skills. Whether managing high-profile brands, serving on the frontlines of customer engagement, or driving business growth, learners will gain the confidence, professionalism, and agility to achieve measurable results in both public relations and customer care operations.

Programme Curriculum

Advanced Public Relations and Customer Care Training Course

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Course Objectives

1. Apply strategic PR planning for impactful brand visibility.
2. Demonstrate effective media relations and press release writing.
3. Leverage digital PR tools for online reputation management.
4. Manage customer complaints with empathy and professionalism.
5. Develop conflict resolution strategies for high-pressure scenarios.
6. Build long-term customer loyalty through exceptional service.
7. Implement crisis communication plans to protect brand image.
8. Utilize storytelling in PR campaigns to influence audience perception.
9. Apply cross-cultural communication skills in global markets.
10. Optimize customer service workflows for efficiency and satisfaction.

    Monitor and evaluate PR and customer care KPIs.
11. Align PR strategies with corporate objectives.
12. Integrate customer feedback loops for service improvement.

Target Audience

1. Public Relations Officers
2. Customer Service Managers
3. Corporate Communications Teams
4. Marketing & Branding Professionals
5. Call Center Supervisors
6. Business Development Executives
7. Frontline Customer Support Staff
8. Entrepreneurs & Business Owners

Course Duration: 5days

Course Modules

Module 1: Strategic Public Relations Planning

- Understanding PR roles in business success
- Aligning PR objectives with organizational goals
- Crafting effective PR strategies
- Tools for PR campaign management
- Measuring PR impact
- **Case Study:** PR strategy for a multinational product launch

Module 2: Media Relations and Press Communication

- Building strong media networks
- Writing impactful press releases
- Organizing press conferences
- Handling media interviews professionally
- Media monitoring techniques
- **Case Study:** Media handling during a corporate rebranding

Module 3: Digital PR and Online Reputation Management

- Leveraging social media platforms for PR
- Monitoring online mentions and brand sentiment
- Influencer collaboration strategies
- Crisis response on digital platforms
- Tools for online reputation tracking
- **Case Study:** Recovering from a viral customer complaint

Module 4: Customer Service Excellence

- Principles of exceptional customer care
- Service personalization techniques
- Creating memorable customer experiences
- Emotional intelligence in customer service
- Service recovery strategies
- **Case Study:** Transforming customer complaints into loyalty opportunities

Module 5: Conflict Resolution and Complaint Management

- Identifying root causes of conflict
- Communication strategies for resolution
- Active listening and empathy techniques
- Managing difficult customers
- Turning negative experiences into positive outcomes
- **Case Study:** De-escalating a high-profile client dispute

Module 6: Crisis Communication Management

- Identifying potential crisis scenarios
- Developing a crisis communication plan
- Roles and responsibilities in crisis teams
- Communication channels during crises
- Post-crisis evaluation
- **Case Study:** Managing brand image after a major PR crisis

Module 7: Storytelling and Brand Messaging

- Crafting authentic brand stories
- Using storytelling in marketing campaigns
- Emotional engagement through narratives
- Storyboarding for PR campaigns
- Aligning stories with brand values
- **Case Study:** Story-driven campaign that boosted brand trust

Module 8: Customer Retention and Relationship Building

- Importance of long-term customer relationships
- Loyalty programs and incentives
- Customer engagement strategies
- Feedback collection and action plans
- Using data to improve retention
- **Case Study:** Customer loyalty strategy for a subscription-based business

Training Methodology

- **Interactive lectures** with real-world PR and customer care examples

- **Group discussions** for peer-to-peer learning
- **Role-playing exercises** for practical application
- **Multimedia presentations** for visual engagement
- **Case study analysis** for applied learning
- **Simulated scenarios** to build real-time decision-making skills

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com