Media Relations & Labour Advocacy Training Course

Professional Development Training Course Outline

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

Course Introduction

In today’s fast-evolving digital communication ecosystem, organizations, unions, and advocacy groups must master strategic media relations, crisis communication, and labour rights advocacy to remain influential and credible. Media Relations & Labour Advocacy Training Course equips participants with cutting-edge skills in public relations strategy, stakeholder engagement, media storytelling, and labour law advocacy, enabling them to effectively shape public perception, influence policy discourse, and defend organizational or worker interests in competitive information environments.

With the rise of social media activism, investigative journalism, and real-time news cycles, professionals must understand how to navigate media narratives, press engagement, and labour advocacy campaigns with precision and confidence. This program combines practical tools, case-based learning, and hands-on simulations to build capacity in media pitching, union communication, crisis response, negotiation strategies, and advocacy campaign design, ensuring participants become effective communicators and strategic influencers in both corporate and labour environments.

Programme Curriculum

Media Relations & Labour Advocacy Training Course

Introduction

In today’s fast-evolving digital communication ecosystem, organizations, unions, and advocacy groups must master strategic media relations, crisis communication, and labour rights advocacy to remain influential and credible. Media Relations & Labour Advocacy Training Course equips participants with cutting-edge skills in public relations strategy, stakeholder engagement, media storytelling, and labour law advocacy, enabling them to effectively shape public perception, influence policy discourse, and defend organizational or worker interests in competitive information environments.

With the rise of social media activism, investigative journalism, and real-time news cycles, professionals must understand how to navigate media narratives, press engagement, and labour advocacy campaigns with precision and confidence. This program combines practical tools, case-based learning, and hands-on simulations to build capacity in media pitching, union communication, crisis response, negotiation strategies, and advocacy campaign design, ensuring participants become effective communicators and strategic influencers in both corporate and labour environments.

Curse Duration

5 days

Course Objectives

1. Master strategic media relations management
2. Develop high-impact public relations campaigns
3. Strengthen crisis communication and reputation management
4. Enhance press release writing and media pitching skills
5. Build stakeholder engagement and communication strategies
6. Understand labour rights and employment law frameworks
7. Design effective labour advocacy campaigns
8. Improve negotiation and collective bargaining communication
9. Apply digital advocacy and social media mobilization
10. Strengthen conflict resolution and workplace dialogue skills
11. Develop spokesperson and media interview techniques
12. Implement issue framing and narrative control strategies
13. Build capacity in policy influence and public persuasion techniques

Target Audience

1. Public Relations Officers
2. Union Leaders and Labour Representatives
3. Corporate Communications Managers
4. NGO Advocacy Officers
5. Government Communication Specialists
6. Human Resource Professionals
7. Journalists and Media Practitioners
8. Community Mobilization and Campaign Managers

Course Modules

Module 1: Foundations of Media Relations Strategy

- Principles of modern media ecosystems
- Media mapping and stakeholder identification
- Building journalist relationships
- Newsworthiness and story angles
- Media ethics and credibility building
- **Case Study:** Corporate reputation recovery after negative press coverage

Module 2: Press Release Writing & Media Pitching

- Structuring compelling press releases

- Crafting media hooks and headlines
- Targeted media pitching techniques
- Timing and distribution strategies
- Follow-up engagement with journalists
- **Case Study:** Successful product launch media campaign

Module 3: Crisis Communication & Reputation Management

- Crisis communication frameworks
- Real-time response strategies
- Managing misinformation and fake news
- Spokesperson coordination
- Post-crisis reputation rebuilding
- **Case Study:** Organizational response to labour strike crisis

Module 4: Labour Rights & Advocacy Fundamentals

- Overview of labour laws and regulations
- Worker rights and employer obligations
- Advocacy ethics and compliance
- Trade union communication structures
- Policy influence mechanisms
- **Case Study:** Labour rights campaign leading to policy reform

Module 5: Collective Bargaining & Negotiation Communication

- Negotiation planning and strategy
- Interest-based bargaining techniques
- Conflict de-escalation methods
- Communication during industrial disputes
- Agreement documentation and messaging
- **Case Study:** Successful wage negotiation between union and employer

Module 6: Digital Advocacy & Social Media Mobilization

- Social media campaign design
- Hashtag activism and virality strategies
- Online community engagement
- Digital storytelling techniques
- Monitoring and analytics tools
- **Case Study:** Viral labour rights awareness campaign

Module 7: Spokesperson & Media Interview Skills

- Message discipline and talking points
- Handling tough media questions
- On-camera presence and delivery
- Body language and tone control
- Media training simulations
- **Case Study:** CEO handling of live crisis interview

Module 8: Policy Influence & Strategic Campaigning

- Policy mapping and advocacy planning
- Coalition building and partnerships
- Legislative engagement strategies
- Framing issues for public support
- Long-term campaign sustainability
- **Case Study:** Multi-stakeholder advocacy influencing national labour policy

Training Methodology

This course employs a participatory and hands-on approach to ensure practical learning, including:

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

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
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