



Media Relations & Spokesperson Training

Administration, Communication & Customer Service

QGT-ADM-111 | Foundation | 5 or 10 days | Online, classroom, in-house

Course overview

Media Relations & Spokesperson Training is an introduction that builds a solid working knowledge in Media Relations & Spokesperson Training. It covers the principles, the requirements of international service and communication best practice, and the practical methods used on site, with case studies from operations in the Gulf, Africa and worldwide. Available online, in the classroom in 60 cities, or in-house.

What participants will be able to do

- Explain the principles, terminology and scope of Media Relations & Spokesperson Training
- Apply the relevant requirements of international service and communication best practice
- Use practical tools, checklists and calculations with confidence
- Recognise common problems, risks and root causes and choose the right corrective action
- Prepare an improvement plan for their own site or organisation

Who should attend

Designed for administrative staff, executive assistants, marketing, sales and customer-facing teams, new joiners and anyone who needs a solid grounding in the subject.

Course outline (5 days)

Day 1: Principles and terminology

Scope, key definitions and how Media Relations & Spokesperson Training fits into daily operations

Day 2: Codes, standards and requirements

What international service and communication best practice require, and how to read them

Day 3: Methods, tools and calculations

Step-by-step methods, checklists and worked examples

Day 4: Operation, inspection and common problems

Typical failures, warning signs and what to do about them

Day 5: Case studies, workshop and assessment

Group exercise on real cases and a final knowledge check

What the 10-day edition adds

Day 6: Applied project, part 1 – Apply the week-one methods to a case from your organisation

Day 7: Data and digital tools – Software, spreadsheets and digital tools used in practice

Day 8: Lessons from incidents and audits – What investigations and audit findings teach

Day 9: Applied project, part 2 – Complete, test and refine your solution

Day 10: Presentations and final assessment – Present to the group and complete the final assessment

Fees (USD per participant)

Duration	Live online	Classroom	In-house
5 days	\$3,000	\$5,500	On quote
10 days	\$5,500	\$9,900	On quote

Fees include course material and certificate of completion; classroom fees include refreshments and lunch. In-house training is priced per group.

Dates and cities 2027–2030

Dates	City	Format	Duration	Fee
1–5 Feb 2027	Kuala Lumpur	Classroom	5 days	\$5,500
21 Jun – 2 Jul 2027	Athens	Classroom	10 days	\$9,900
12–16 Jul 2027	Geneva	Classroom	5 days	\$5,500
23 Aug – 3 Sep 2027	Luanda	Classroom	10 days	\$9,900
8–12 Nov 2027	Online (live)	Online (live)	5 days	\$3,000
17–21 Jan 2028	Zurich	Classroom	5 days	\$5,500
6–17 Mar 2028	Athens	Classroom	10 days	\$9,900
30 Oct – 3 Nov 2028	Geneva	Classroom	5 days	\$5,500
27 Nov – 8 Dec 2028	Accra	Classroom	10 days	\$9,900
4–8 Dec 2028	Online (live)	Online (live)	5 days	\$3,000
29 Jan – 2 Feb 2029	Brussels	Classroom	5 days	\$5,500
12–23 Feb 2029	Prague	Classroom	10 days	\$9,900
19–23 Feb 2029	Sharjah	Classroom	5 days	\$5,500
2–13 Apr 2029	Munich	Classroom	10 days	\$9,900
12–16 Nov 2029	Online (live)	Online (live)	5 days	\$3,000
4–8 Feb 2030	London	Classroom	5 days	\$5,500
8–19 Apr 2030	Amsterdam	Classroom	10 days	\$9,900
15–19 Apr 2030	Berlin	Classroom	5 days	\$5,500
12–23 May 2030	Al Khobar	Classroom	10 days	\$9,900
18–22 Nov 2030	Online (live)	Online (live)	5 days	\$3,000

How to register

Register online or scan the code

<https://qimmatrainig.com/courses/media-relations-and-spokesperson-training/>

WhatsApp: +971 50 697 0908

Email: training@qimmatrainig.com

