



Public Relations & Corporate Communication: Advanced Level

Administration, Communication & Customer Service

QGT-ADM-123 | Advanced | 5 or 10 days | Online, classroom, in-house

Course overview

Public Relations & Corporate Communication: Advanced Level is an advanced programme for experienced practitioners in Public Relations & Corporate Communication. 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 Public Relations & Corporate Communication
- Apply the relevant requirements of international service and communication best practice
- Apply advanced analysis methods to real operating data
- 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 with at least three years of experience.

Course outline (5 days)

Day 1: Core principles revisited

Fast review and recent changes in international service and communication best practice

Day 2: Advanced analysis methods

Detailed techniques, data interpretation and calculations

Day 3: Design and performance optimisation

Improving reliability, efficiency and cost

Day 4: Troubleshooting complex cases

Diagnosing multi-cause problems from field data

Day 5: Risk, decisions and integration

Building a risk-based plan and presenting recommendations

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
8–19 Feb 2027	Barcelona	Classroom	10 days	\$9,900
19–23 Apr 2027	Tunis	Classroom	5 days	\$5,500
31 May – 11 Jun 2027	Edinburgh	Classroom	10 days	\$9,900
10–14 Oct 2027	Jeddah	Classroom	5 days	\$5,500
8–19 Nov 2027	Online (live)	Online (live)	10 days	\$5,500
24 Jan – 4 Feb 2028	Lagos	Classroom	10 days	\$9,900
31 Jan – 4 Feb 2028	Milan	Classroom	5 days	\$5,500
10–21 Apr 2028	Copenhagen	Classroom	10 days	\$9,900
15–19 May 2028	Zurich	Classroom	5 days	\$5,500
22 May – 2 Jun 2028	Online (live)	Online (live)	10 days	\$5,500
8–19 Jan 2029	Toronto	Classroom	10 days	\$9,900
26–30 Mar 2029	Prague	Classroom	5 days	\$5,500
21 May – 1 Jun 2029	Copenhagen	Classroom	10 days	\$9,900
25–29 Jun 2029	Berlin	Classroom	5 days	\$5,500
1–12 Oct 2029	Online (live)	Online (live)	10 days	\$5,500
7–18 Jan 2030	Berlin	Classroom	10 days	\$9,900
8–12 Apr 2030	Stockholm	Classroom	5 days	\$5,500
13–24 May 2030	Toronto	Classroom	10 days	\$9,900
10–14 Jun 2030	Singapore	Classroom	5 days	\$5,500
2–13 Sep 2030	Online (live)	Online (live)	10 days	\$5,500

How to register

Register online or scan the code

<https://qimmatrainig.com/courses/public-relations-and-corporate-communication-advanced-level>

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