



Public Relations & Corporate Communication

Administration, Communication & Customer Service

QGT-ADM-105 | Foundation | 5 or 10 days | Online, classroom, in-house

Course overview

Public Relations & Corporate Communication is an introduction that builds a solid working knowledge 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
- 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 Public Relations & Corporate Communication 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
22–26 Mar 2027	Abu Dhabi	Classroom	5 days	\$5,500
5–16 Apr 2027	Lagos	Classroom	10 days	\$9,900
26–30 Apr 2027	Tunis	Classroom	5 days	\$5,500
9–20 May 2027	Erbil	Classroom	10 days	\$9,900
28 Jun – 2 Jul 2027	Online (live)	Online (live)	5 days	\$3,000
9–13 Apr 2028	Cairo	Classroom	5 days	\$5,500
1–12 May 2028	Munich	Classroom	10 days	\$9,900
5–9 Jun 2028	Bangkok	Classroom	5 days	\$5,500
21 Aug – 1 Sep 2028	Beirut	Classroom	10 days	\$9,900
16–20 Oct 2028	Online (live)	Online (live)	5 days	\$3,000
5–9 Feb 2029	Tbilisi	Classroom	5 days	\$5,500
19–30 Mar 2029	Sharjah	Classroom	10 days	\$9,900
26–30 Mar 2029	Marrakech	Classroom	5 days	\$5,500
20–31 Aug 2029	Rome	Classroom	10 days	\$9,900
5–9 Nov 2029	Online (live)	Online (live)	5 days	\$3,000
19–23 May 2030	Al Khobar	Classroom	5 days	\$5,500
23 Jun – 4 Jul 2030	Jeddah	Classroom	10 days	\$9,900
5–9 Aug 2030	Zurich	Classroom	5 days	\$5,500
21 Oct – 1 Nov 2030	Paris	Classroom	10 days	\$9,900
4–8 Nov 2030	Online (live)	Online (live)	5 days	\$3,000

How to register

Register online or scan the code

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

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