



Media Relations & Spokesperson Training: Advanced Level

Administration, Communication & Customer Service

QGT-ADM-129 | Advanced | 5 or 10 days | Online, classroom, in-house

Course overview

Media Relations & Spokesperson Training: Advanced Level is an advanced programme for experienced practitioners 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
- 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
11–22 Jan 2027	Istanbul	Classroom	10 days	\$9,900
5–9 Apr 2027	Cape Town	Classroom	5 days	\$5,500
5–16 Jul 2027	Sharjah	Classroom	10 days	\$9,900
19–23 Jul 2027	Brussels	Classroom	5 days	\$5,500
15–26 Nov 2027	Online (live)	Online (live)	10 days	\$5,500
28 Feb – 10 Mar 2028	Dublin	Classroom	10 days	\$9,900
13–17 Mar 2028	Sharjah	Classroom	5 days	\$5,500
22 May – 2 Jun 2028	Johannesburg	Classroom	10 days	\$9,900
14–18 Aug 2028	Dubai	Classroom	5 days	\$5,500
18–29 Sep 2028	Online (live)	Online (live)	10 days	\$5,500
16–27 Apr 2029	Accra	Classroom	10 days	\$9,900
14–18 May 2029	Prague	Classroom	5 days	\$5,500
1–12 Oct 2029	Amsterdam	Classroom	10 days	\$9,900
8–12 Oct 2029	Abu Dhabi	Classroom	5 days	\$5,500
5–16 Nov 2029	Online (live)	Online (live)	10 days	\$5,500
3–14 Mar 2030	Kuwait City	Classroom	10 days	\$9,900
14–18 Apr 2030	Algiers	Classroom	5 days	\$5,500
12–23 Aug 2030	Abu Dhabi	Classroom	10 days	\$9,900
15–19 Sep 2030	Dammam	Classroom	5 days	\$5,500
28 Oct – 8 Nov 2030	Online (live)	Online (live)	10 days	\$5,500

How to register

Register online or scan the code

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

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