



Media Relations & Spokesperson Training Masterclass

Administration, Communication & Customer Service

QGT-ADM-165 | Masterclass | 5 or 10 days | Online, classroom, in-house

Course overview

Media Relations & Spokesperson Training Masterclass is a senior-level masterclass on strategy and performance 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
- Build a business case and roadmap their leadership team can act on

Who should attend

Designed for administrative staff, executive assistants, marketing, sales and customer-facing teams in senior and leadership roles.

Course outline (5 days)

Day 1: Strategic view of Media Relations & Spokesperson Training

Trends, regulation and what leading companies do differently

Day 2: Benchmarking and performance

KPIs, maturity models and gap analysis

Day 3: Lessons from major incidents and projects

Decision points that changed outcomes

Day 4: Leading the change

Building the business case, budget and team capability

Day 5: Masterclass forum

Expert panel, peer exchange and personal roadmap

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
28 Mar – 1 Apr 2027	Cairo	Classroom	5 days	\$5,500
19–30 Apr 2027	Bangkok	Classroom	10 days	\$9,900
9–13 May 2027	Dammam	Classroom	5 days	\$5,500
15–26 Aug 2027	Kuwait City	Classroom	10 days	\$9,900
13–17 Sep 2027	Online (live)	Online (live)	5 days	\$3,000
6–10 Feb 2028	Cairo	Classroom	5 days	\$5,500
21 Feb – 3 Mar 2028	Prague	Classroom	10 days	\$9,900
2–6 Jul 2028	Al Khobar	Classroom	5 days	\$5,500
30 Oct – 10 Nov 2028	London	Classroom	10 days	\$9,900
4–8 Dec 2028	Online (live)	Online (live)	5 days	\$3,000
19–23 Mar 2029	Milan	Classroom	5 days	\$5,500
26 Mar – 6 Apr 2029	Paris	Classroom	10 days	\$9,900
14–18 May 2029	Athens	Classroom	5 days	\$5,500
26 Nov – 7 Dec 2029	Dublin	Classroom	10 days	\$9,900
3–7 Dec 2029	Online (live)	Online (live)	5 days	\$3,000
28 Jan – 1 Feb 2030	Casablanca	Classroom	5 days	\$5,500
25 Feb – 8 Mar 2030	Accra	Classroom	10 days	\$9,900
2–6 Jun 2030	Doha	Classroom	5 days	\$5,500
26 Aug – 6 Sep 2030	Frankfurt	Classroom	10 days	\$9,900
14–18 Oct 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-masterclass/>

WhatsApp: +971 50 697 0908

Email: training@qimmatrainig.com

