



Media Relations & Spokesperson Training: Practical Workshop

Administration, Communication & Customer Service

QGT-ADM-147 | Practical workshop | 5 or 10 days | Online, classroom, in-house

Course overview

Media Relations & Spokesperson Training: Practical Workshop is a hands-on workshop built around exercises and real site problems 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 who want practice rather than theory.

Course outline (5 days)

Day 1: Workshop briefing and baseline

Participants bring a real problem from their own site

Day 2: Guided practice 1

Hands-on exercises using templates, checklists and calculators

Day 3: Guided practice 2

Simulations and role-play based on Media Relations & Spokesperson Training scenarios

Day 4: Field cases from the Gulf and Africa

Analysing what went wrong and what worked

Day 5: Action plan and peer review

Each participant leaves with a reviewed improvement plan

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
24–28 Jan 2027	Sharm El Sheikh	Classroom	5 days	\$5,500
22 Feb – 5 Mar 2027	Bangkok	Classroom	10 days	\$9,900
8–12 Mar 2027	Vienna	Classroom	5 days	\$5,500
24 May – 4 Jun 2027	Dublin	Classroom	10 days	\$9,900
7–11 Jun 2027	Online (live)	Online (live)	5 days	\$3,000
14–18 Feb 2028	Sharjah	Classroom	5 days	\$5,500
21 Feb – 3 Mar 2028	Geneva	Classroom	10 days	\$9,900
1–5 May 2028	Baku	Classroom	5 days	\$5,500
20–31 Aug 2028	Erbil	Classroom	10 days	\$9,900
25–29 Sep 2028	Online (live)	Online (live)	5 days	\$3,000
22–26 Jan 2029	Casablanca	Classroom	5 days	\$5,500
16–27 Apr 2029	Dublin	Classroom	10 days	\$9,900
24–28 Sep 2029	Istanbul	Classroom	5 days	\$5,500
1–12 Oct 2029	Amsterdam	Classroom	10 days	\$9,900
5–9 Nov 2029	Online (live)	Online (live)	5 days	\$3,000
17–21 Feb 2030	Amman	Classroom	5 days	\$5,500
31 Mar – 11 Apr 2030	Doha	Classroom	10 days	\$9,900
2–6 Sep 2030	Singapore	Classroom	5 days	\$5,500
9–20 Sep 2030	Lisbon	Classroom	10 days	\$9,900
28 Oct – 1 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-practical-worksheets>

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