



Public Relations & Corporate Communication Masterclass

Administration, Communication & Customer Service

QGT-ADM-159 | Masterclass | 5 or 10 days | Online, classroom, in-house

Course overview

Public Relations & Corporate Communication Masterclass is a senior-level masterclass on strategy and performance 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
- 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 Public Relations & Corporate Communication

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
8–12 Feb 2027	Nairobi	Classroom	5 days	\$5,500
4–15 Apr 2027	Jeddah	Classroom	10 days	\$9,900
2–6 Aug 2027	Dubai	Classroom	5 days	\$5,500
25 Oct – 5 Nov 2027	Bangkok	Classroom	10 days	\$9,900
1–5 Nov 2027	Online (live)	Online (live)	5 days	\$3,000
23–27 Jan 2028	Salalah	Classroom	5 days	\$5,500
26 Mar – 6 Apr 2028	Kuwait City	Classroom	10 days	\$9,900
16–20 Jul 2028	Dammam	Classroom	5 days	\$5,500
18–29 Sep 2028	Accra	Classroom	10 days	\$9,900
27 Nov – 1 Dec 2028	Online (live)	Online (live)	5 days	\$3,000
15–19 Jan 2029	London	Classroom	5 days	\$5,500
19 Feb – 2 Mar 2029	Tbilisi	Classroom	10 days	\$9,900
3–7 Jun 2029	Cairo	Classroom	5 days	\$5,500
2–13 Jul 2029	Singapore	Classroom	10 days	\$9,900
3–7 Dec 2029	Online (live)	Online (live)	5 days	\$3,000
4–8 Feb 2030	Vienna	Classroom	5 days	\$5,500
29 Apr – 10 May 2030	Marrakech	Classroom	10 days	\$9,900
20–24 May 2030	Tbilisi	Classroom	5 days	\$5,500
9–20 Sep 2030	Sharjah	Classroom	10 days	\$9,900
7–11 Oct 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-masterclass>

WhatsApp: +971 50 697 0908

Email: training@qimmatrainig.com

