Elevora
Global Training

COURSE BROCHURE

Media Relations and Corporate Communication

Communication & Personal Effectiveness

Code	Duration	Formats	Language	Certificate
CS-106	**5 or 10 days**	**Classroom, live online, in-house, blended**	**English or Arabic**	**Certificate of completion**

A practical communication and personal effectiveness course covering working with the media, writing press releases and media interviews. Run as a 5-day core or 10-day extended programme, in 16 cities, live online or in-house, and fully customisable for your team.

About this course

Media Relations and Corporate Communication gives delegates a structured, practical understanding of working with the media and writing press releases, then builds the skills to apply media interviews, crisis communication and corporate communication strategy in real work. Sessions are led by practitioners with at least 15 years in the field.

Who should attend

Professionals in any role who want to communicate, serve customers and work more effectively.

What you will learn

- Working with the media
- Writing press releases
- Media interviews
- Crisis communication
- Corporate communication strategy

5-day course outline

Day 1	**Working with the media**	Concepts, standards and terminology, with a diagnostic exercise to baseline the group.
Day 2	**Writing press releases**	Methods and tools explained step by step, with worked examples from real operations.
Day 3	**Media interviews**	Hands-on practice in small groups using realistic data, cases and templates.
Day 4	**Crisis communication**	Case studies of successes and failures, and how to apply the lessons in your organisation.
Day 5	**Corporate communication strategy**	Integration exercise, final knowledge check and a personal action plan.

10-day extended programme

Includes the full 5-day outline, plus a second week of applied work:

Day 6	**Applied workshop: Working with the media** — Deeper practice with your own data or site examples.
Day 7	**Applied workshop: Writing press releases and media interviews** — Group exercises that combine methods from week one.
Day 8	**Field case study: Crisis communication** — A detailed industry case worked through from start to finish.
Day 9	**Advanced practice: Corporate communication strategy** — Tools, templates and checklists to take back to work.
Day 10	**Assessed project and presentation** — Each delegate presents an improvement plan and completes the final assessment.

Upcoming classroom dates

More dates, cities and live online sessions on request.

Dates	City	Length	Fee per delegate
15 Nov 2026 to 19 Nov 2026	Cairo	5 days	**$2,450**
7 Dec 2026 to 18 Dec 2026	Istanbul	10 days	**$4,450**
4 Jan 2027 to 8 Jan 2027	Kuala Lumpur	5 days	**$2,450**
8 Feb 2027 to 12 Feb 2027	Dubai	5 days	**$2,450**
21 Mar 2027 to 1 Apr 2027	Cairo	10 days	**$4,450**

Fees per delegate (2026 to 2027)

Format	5 days	10 days
Classroom: Dubai, Istanbul, Cairo, Kuala Lumpur	**$2,450**	**$4,450**
Classroom: London, Europe, Singapore	**$3,450**	**$6,250**
Live online	**$1,450**	**$2,650**
In-house, group of up to 15	**From $12,900**	**From $23,500**

Classroom fees include tuition, materials, lunch and refreshments, and a certificate. 10% group saving for 3 delegates, 15% for 5 or more.

Tailored to your team

Change the level, language, length (1 to 20 days) and format, add topics from other courses or entirely new topics, and include your own case studies, site visits or exam preparation. Build it online for an instant indicative fee.

Register or request an in-house proposal

Head office
Sharjah Publishing City, Sharjah, United Arab Emirates

Email
info@elevoratrainings.com
training@elevoratrainings.com

WhatsApp
+971 56 692 2928

Website
elevoratrainings.com