

LEVEL	COURSE	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEP	OCT	NOV	DEC
AUDIO VISUAL MEDIA													
B	How to create video content for the web			26-27				24-25				20-21	
B	Introduction to digital photography <small>NEW</small>						13					12	
B	Introduction to podcasting <small>NEW</small>				30				12				
B	Making smartphone videos for social media		21		11				15			28	
I	Smartphone video masterclass		20						6			27	
CRISIS & REPUTATION													
B	Handling media interviews			14		4		4		10	29		
I	Creating your crisis communications plan		26			2				24		26	
I	Crisis communication			15		5				11	30		
I	Social & digital crisis management <small>NEW</small>		27			3			5	25		27	
A	Reputation management					22					2		
A	Risk issues management & crisis	23			16			17			8	27	
DIGITAL PR & SOCIAL MEDIA													
B	Effective media relations	22		27			24, 27		13			12	
B	Google Analytics			19				16		26			
B	PR & SEO			20						18			
B	Social media essentials	29				22				5, 10			5
I	Content management			12-13			25-26				30-31		
I	Digital media relations	23		28			25		14			13	
I	Social media management		14			8		10		19, 24		7	
A	Social media strategy		12		3		11		6		9		4
ALL	LinkedIn for PR professionals <small>NEW</small>			21			13	23				29	
ALL	Paid media management <small>NEW</small>			6			26				8		
INTERNAL COMMUNICATION													
B	Introduction to internal communication			13			25			26	3		
I	Change communication	17		13		1		4		5	22		5
A	Communication & culture			14				2				6	
A	Strategic internal communication & employee engagement		6		3		12		13, 21		10		10
MANAGEMENT & LEADERSHIP													
I	Account management			27				23				19	
I	Creating a PR strategy		5		4		27			17		14	
I	Effective people management		6				19				24		
A	The role of psychology in campaign design	30		21			12	30		11	17	14	
ALL	Managing finance & budgets ICAEW						4						3
PERSONAL DEVELOPMENT													
ALL	Personal branding masterclass <small>NEW</small>		25				17				28		2
ALL	Positive influencing skills					2				18			
ALL	Public speaking & presentation skills			5			11		20	17			11
ALL	Time management & personal effectiveness			6				25			3		
PLANNING, MEASUREMENT & EVALUATION													
B	Introduction to PR		7-8		24-25		18-19		14-15		16-17		3-4
B	Introduction to PR strategy & planning campaigns	17			9			16, 24			23		
I	Measuring & evaluating PR		12-13		24-25			9-10			16-17		
I	Planning & managing PR campaigns	30			30		18		20				4
I	Stakeholder engagement		5		2		5		20		1	7, 28	
ALL	Agile project management		26			16			7			5, 21	
PUBLIC AFFAIRS													
I	Practical public affairs			20				2			15		
WRITING & EDITORIAL													
B	Writing skills for PR	29		19		15		18		11		26	
I	Writing content for company media			21			20			3		29	
I	Writing for online audiences		13			21		14		19		6	
A	Mastering the art of copywriting Day 1	31		26		9	20			4	15	19	
A	Mastering the art of copywriting Day 2		21		16	30		11		25		5	10
ALL	Grammar & proofreading skills			28					1			13	
ALL	Writing better press releases			7			6			12		21	
ALL	Writing for impact & creativity		20		10			8, 30			9		11

Regional course locations

● Glasgow ● Newcastle ● Edinburgh ● Leeds

Check online for new courses and added dates.

cipr.co.uk/training