Emerging Technologies in Public Relations (PR) Training Course

Professional Development Training Course Outline

Category	General Training	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

Emerging technologies are radically reshaping the Public Relations (PR) landscape, driving a shift from traditional communication models to data-driven, AI-powered, and real-time engagement ecosystems. Modern PR professionals must now navigate a world influenced by Artificial Intelligence (AI), Machine Learning (ML), Big Data Analytics, Generative AI, Social Listening Tools, Automation Platforms, and Immersive Media (AR/VR). This transformation demands advanced digital literacy, strategic agility, and the ability to manage reputation across multi-channel digital environments. Organizations that fail to adopt these emerging PR technologies risk losing relevance in an increasingly competitive and hyper-connected global media space.

Emerging Technologies in Public Relations (PR) Training Course is designed to equip PR practitioners, communication specialists, and digital strategists with future-ready skills to harness AI-driven PR analytics, influencer intelligence platforms, predictive reputation management systems, and content automation tools. Participants will gain hands-on exposure to cutting-edge PR technologies used in crisis communication, brand storytelling, sentiment analysis, and digital campaign optimization. The course bridges the gap between traditional PR practices and next-generation digital communication frameworks, ensuring professionals can lead in the era of smart PR, data-centric communication, and AI-enhanced brand management.

Programme Curriculum

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Course Objectives

1. Understand the impact of Artificial Intelligence in Public Relations
2. Apply Machine Learning for audience segmentation and targeting
3. Use Social Media Listening Tools for brand monitoring
4. Implement Sentiment Analysis for reputation management
5. Leverage Generative AI for content creation and press releases
6. Develop strategies using Predictive Analytics in crisis communication
7. Integrate Automation Tools for PR workflow efficiency
8. Master Influencer Analytics and digital reputation mapping
9. Utilize Big Data for strategic communication planning
10. Explore AR/VR storytelling for immersive brand engagement
11. Enhance Digital Crisis Management using real-time dashboards
12. Optimize campaigns using SEO-driven PR and content intelligence
13. Build competency in Ethical AI usage in corporate communications

Target Audience

1. PR Professionals and Communication Officers
2. Corporate Affairs and Media Relations Managers
3. Digital Marketing Strategists
4. Brand Managers and Corporate Storytellers
5. Journalism and Mass Communication Students
6. Social Media Managers and Content Creators
7. Government Communication Officers
8. NGO and Advocacy Communication Specialists

Course Modules

Module 1: AI in Public Relations Transformation

- Role of AI in modern PR ecosystems
- AI-powered media monitoring tools

- Automated press release generation
- Chatbots for stakeholder engagement
- Ethics of AI in communication
- **Case Study:** How global brands use AI-driven PR monitoring to manage reputation crises in real time

Module 2: Big Data & Predictive PR Analytics

- Data-driven communication strategies
- Audience behavior prediction models
- Campaign performance analytics
- Real-time PR dashboards
- KPI tracking and optimization
- **Case Study:** Political campaign using predictive analytics for voter sentiment tracking

Module 3: Social Listening & Sentiment Intelligence

- Advanced social listening platforms
- Sentiment classification techniques
- Crisis detection through social signals
- Competitor benchmarking
- Trend forecasting tools
- **Case Study:** Airline brand mitigating backlash using real-time sentiment analysis

Module 4: Generative AI for PR Content Creation

- AI-powered storytelling tools
- Automated press release generation
- Content personalization engines
- Multilingual PR communication
- Brand voice consistency models
- **Case Study:** Tech company using Generative AI to scale global product launch communication

Module 5: Digital Crisis Communication Systems

- Crisis simulation tools
- Real-time media response systems
- Risk prediction models
- Stakeholder communication frameworks
- Reputation recovery strategies
- **Case Study:** Corporate crisis handled through automated crisis response dashboards

Module 6: Influencer Intelligence & Digital PR

- Influencer mapping tools
- Engagement authenticity metrics
- Micro vs macro influencer strategies
- Brand collaboration analytics
- ROI tracking in influencer PR
- **Case Study:** Fashion brand leveraging micro-influencers for viral campaign success

Module 7: AR/VR & Immersive PR Storytelling

- Virtual brand experiences
- Augmented reality press kits
- Immersive corporate storytelling
- Event digitization strategies
- Metaverse PR opportunities
- **Case Study:** Automotive brand launching VR-based product experience for global audience

Module 8: PR Automation & Workflow Optimization

- PR automation platforms
- Media database management systems
- Workflow integration tools
- AI scheduling and publishing
- Performance automation analytics
- **Case Study:** Global NGO improving outreach efficiency using automated PR workflows

Training Methodology

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com