

PUBLIC RELATIONS | COURSE BROCHURE

PR Writing: Press Releases and Statements

5 days | Classroom training | English

SMART HORIZON

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Course content

Why attend

Clear, accurate writing is the foundation of public relations. This course develops PR writing skills: news writing structure, press releases, media statements, holding statements, fact sheets, quotes, writing for online and social channels and editing for clarity and accuracy.

Journalists receive hundreds of releases daily and use few. You will learn to write material that gets read and used.

Professional Problems This Course Is Designed to Solve

• Difficulty translating subject knowledge into practical workplace decisions.
• Inconsistent approaches to the activities covered in the course outline.
• Lack of a structured plan for applying and reviewing new skills.

Course methodology

Writing exercises with feedback, rewriting real releases, statement drafting under time pressure.

Course objectives

By the end of this course, participants will be able to:
• Apply news writing structure
• Write effective press releases
• Draft media and holding statements
• Prepare fact sheets and backgrounders
• Write strong, quotable quotes
• Edit for clarity, accuracy and tone

Target audience

This course is suitable for:
• PR officers and executives
• Communication specialists
• Press office staff
• Content writers
• Marketing professionals



Course content

Target competencies

Participants will develop competencies in:

- News writing
- Release writing
- Statement drafting
- Quote writing
- Editing

Course outline

Day 1: News Writing

09:00–10:08	News values
10:08–11:00	Inverted pyramid
11:00–11:30	**Coffee break**
11:30–11:45	Inverted pyramid (continued)
11:45–12:53	Headlines
12:53–14:00	Exercise

Day 2: Press Releases

09:00–10:08	Structure
10:08–11:00	Leads
11:00–11:30	**Coffee break**
11:30–11:45	Leads (continued)
11:45–12:53	Quotes
12:53–14:00	Writing practice

Day 3: Statements

09:00–10:08	Media statements
10:08–11:00	Holding statements
11:00–11:30	**Coffee break**



Course content

11:30–11:45	Holding statements (continued)
11:45–12:53	Tone
12:53–14:00	Timed drafting

Day 4: Supporting Materials

09:00–10:08	Fact sheets
10:08–11:00	Backgrounders
11:00–11:30	**Coffee break**
11:30–11:45	Backgrounders (continued)
11:45–12:53	Online versions
12:53–14:00	Exercise

Day 5: Editing

09:00–10:08	Clarity
10:08–11:00	Accuracy checks
11:00–11:30	**Coffee break**
11:30–11:45	Accuracy checks (continued)
11:45–12:53	Approval process
12:53–14:00	Action plan

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.



Course content

Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (EUR)
London Confirmed dates	23 Nov 2026	27 Nov 2026	**€2,450.–**
Online Confirmed dates	23 Nov 2026	27 Nov 2026	**€1,250.–**
Cape Town Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,890.–**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.–**
Amsterdam Confirmed dates	11 Jan 2027	15 Jan 2027	**€2,540.–**
Online Confirmed dates	11 Jan 2027	15 Jan 2027	**€1,250.–**
Dubai Confirmed dates	1 Feb 2027	5 Feb 2027	**€3,150.–**
Online Confirmed dates	1 Feb 2027	5 Feb 2027	**€1,250.–**
Frankfurt Confirmed dates	22 Feb 2027	26 Feb 2027	**€2,650.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	22 Feb 2027	26 Feb 2027	**€1,250.–**
Cape Town Confirmed dates	15 Mar 2027	19 Mar 2027	**€1,890.–**
Online Confirmed dates	15 Mar 2027	19 Mar 2027	**€1,250.–**
Barcelona Confirmed dates	5 Apr 2027	9 Apr 2027	**€2,840.–**
Online Confirmed dates	5 Apr 2027	9 Apr 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	19 Apr 2027	23 Apr 2027	**€1,450.–**
Online Confirmed dates	19 Apr 2027	23 Apr 2027	**€1,250.–**
Dubai Confirmed dates	10 May 2027	14 May 2027	**€3,150.–**
Online Confirmed dates	10 May 2027	14 May 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Cape Town Confirmed dates	31 May 2027	4 Jun 2027	**€1,890.–**
Online Confirmed dates	31 May 2027	4 Jun 2027	**€1,250.–**
Dubai Confirmed dates	21 Jun 2027	25 Jun 2027	**€3,150.–**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.–**
Rome Confirmed dates	12 Jul 2027	16 Jul 2027	**€2,450.–**
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,250.–**
Vienna Confirmed dates	26 Jul 2027	30 Jul 2027	**€2,940.–**
Online Confirmed dates	26 Jul 2027	30 Jul 2027	**€1,250.–**
Rome Confirmed dates	16 Aug 2027	20 Aug 2027	**€2,450.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	16 Aug 2027	20 Aug 2027	**€1,250.-**
London Confirmed dates	6 Sept 2027	10 Sept 2027	**€2,450.-**
Online Confirmed dates	6 Sept 2027	10 Sept 2027	**€1,250.-**
Istanbul Confirmed dates	27 Sept 2027	1 Oct 2027	**€2,650.-**
Online Confirmed dates	27 Sept 2027	1 Oct 2027	**€1,250.-**
Rome Confirmed dates	18 Oct 2027	22 Oct 2027	**€2,450.-**
Online Confirmed dates	18 Oct 2027	22 Oct 2027	**€1,250.-**
Paris Confirmed dates	1 Nov 2027	5 Nov 2027	**€2,860.-**
Online Confirmed dates	1 Nov 2027	5 Nov 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Vienna Confirmed dates	22 Nov 2027	26 Nov 2027	**€2,940.-**
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**€1,250.-**
Barcelona Confirmed dates	13 Dec 2027	17 Dec 2027	**€2,840.-**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,250.-**

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

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