

PUBLIC RELATIONS

Media Relations & Journalist Engagement Excellence

A two-day programme in media relations & journalist engagement, with eight modules and workplace application.



DURATION 2 days

DELIVERY Public or in-house

Why this programme

Focused on building sustainable, value-driven relationships with modern journalists, content creators, and media houses, this course equips PR teams with contemporary pitching, engagement, and relationship-building skills.

What participants will learn

- 01** Media Network Expansion: Develop targeted media lists tailored to evolving beats, sub-stack newsletters, and media hubs.
- 02** High-Conversion Pitching: Craft customized pitches that stand out in crowded journalist inboxes.
- 03** Value-First Engagement: Transition from transactional outreach to trusted media advisory status.
- 04** Multi-Format Media Assets: Prepare multimedia press kits that meet modern newsroom specifications.

Who should attend

PR professionals, corporate communication teams, corporate affairs managers, marketing leaders and organisational spokespersons.

How you will learn

Trainer-led explanation and discussion connect the module topics to workplace application. Practical clinic: Writing, refining, and testing live pitches with feedback from veteran media professionals.

Detailed programme

Day 1: Understanding Modern Newsrooms

01 The Changing Media Landscape & Journalist Workflows

- How newsrooms operate, the rise of independent newsletters, freelance networks, and specialized beats.

02 Building Modern Media Databases & Journalist Profiles

- Utilizing media intelligence tools to map journalist interests, recent publications, and pitch preferences.

03 Crafting High-Impact Pitches

- Principles of hook-driven, concise, and context-rich pitching that cuts through inbox clutter.

04 Designing Multimedia Press Kits

- Building digital asset hubs, structured media kits, b-roll packages, and interactive press releases.

Detailed programme

Day 2: Strategic Engagement & Relationship Building

05 Relationship Management Beyond the Pitch

- Strategies for continuous engagement, providing exclusive insights, and becoming a trusted resource.

06 Navigating Complex Media Interactions

- Handling off-the-record conversations, embargoes, exclusives, and difficult journalist inquiries.

07 Managing Virtual & In-Person Media Events

- Structuring modern press conferences, briefing sessions, and intimate roundtables.

08 Pitching Simulation & Peer Review

- Practical clinic: Writing, refining, and testing live pitches with feedback from veteran media professionals.

How you will learn

Trainer-led explanation and discussion connect the module topics to workplace application. Practical clinic: Writing, refining, and testing live pitches with feedback from veteran media professionals.

TRAINER PROFILE

Sharves Bala

A corporate communications strategist and executive trainer with more than 20 years of experience in PR, media relations, reputation management and stakeholder engagement. Her sessions use practical frameworks, case studies and simulations.

Trainer availability is confirmed for each programme.

Confirm HRD Corp (HRDF) eligibility and claim arrangements with ISDS before booking. Where applicable, claims are arranged through Orange Revolution.

Plan your training with ISDS

Discuss fees, delivery options and a programme suited to your team.

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