

MEDIA & JOURNALISM

Strategic Media Relations & Press Engagement

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



DURATION 2 days

DELIVERY Public or in-house

Why this programme

Designed for corporate communication executives and PR professionals, this course explores modern press engagement in an era dominated by decentralized media, algorithmic news distribution, and hybrid newsrooms. Participants will learn how to build meaningful relationships with journalists, content creators, and AI news aggregators.

What participants will learn

- 01** Modern Relationship Management: Adapt relationship-building for hybrid and automated newsrooms.
- 02** High-Impact Pitching: Master algorithmic and hyper-targeted pitch strategies that cut through the noise.
- 03** Trust & Transparency: Establish authentic authority in a low-trust digital media ecosystem.
- 04** Cross-Platform Reach: Align earned media strategies with owned and shared channels.

Who should attend

Media and communication professionals, PR teams, content producers, journalists and organisational spokespersons.

How you will learn

Trainer-led explanation and discussion connect the module topics to workplace application. Final Presentation: Delivering a complete press engagement strategy.

Detailed programme

Day 1: Re-engineering Press Engagement

01 The Modern Newsroom & Journalist Persona

- Inside the newsroom: Automation, speed, and remote workflows.
- Mapping journalist preferences, beat shifts, and creator economy overlaps.
- Exercise: Constructing targeted media personas.

02 Algorithmic & Hyper-Targeted Pitching

- Data-backed pitching: Pitching with interactive data assets and pre-packaged multimedia.
- Optimizing press materials for discoverability by news aggregator algorithms.
- Practical: Crafting a multi-format pitch for a major news outlet.

03 Building High-Trust Relationships in a Synthetic Era

- Navigating media skepticism and verification demands.
- Establishing verified digital identities and secure communication channels.
- Roleplay: Initial outreach to investigative and tech journalists.

04 Exclusive Media Briefings & Hybrid Embargoes

- Managing multi-tier embargo agreements in a 24/7 hyper-connected world.
- Hosting interactive, immersive virtual press briefings.
- Simulation: Facilitating a global hybrid press event.

Detailed programme

Day 2: Measurement, Channel Integration & Long-Term Strategy

05 Strategic Content Packaging for Earned Media

- B-roll, interactive infographics, and AI-ready press kits.
- Ensuring assets meet technical specifications across diverse platforms.
- Workshop: Designing a modern digital press kit (DPK).

06 Navigating Decentralized & Niche Outlets

- Working with newsletter writers, niche podcast hosts, and independent journalists.
- Balancing legacy media relations with alternative media channels.
- Mapping Exercise: Identifying top niche influencers in your sector.

07 Measuring Media Relations ROI Beyond AVE

- Transitioning from Advertising Value Equivalency (AVE) to attribution modeling and brand impact metrics.
- Tracking share of voice, sentiment shift, and pipeline influence.
- Case Study: Evaluating a global product announcement campaign.

08 The Strategic Media Relations Masterplan

- Integrating earned media into broader marketing and corporate affairs strategies.
- Developing resilient, annual media engagement roadmaps.
- Final Presentation: Delivering a complete press engagement strategy.

How you will learn

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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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