EXECUTIVE EDUCATION • 2-DAY INTENSIVE MASTERCLASS

Strategic Public Relations Workshop

Navigating Modern Media, Corporate Messaging, and Crisis Communication

Lead Instructor: Dr. Ir. Amelia Naim Indrajaya, MBA

1. DESCRIPTION / INTRODUCTION

In today's hyper-connected, fast-paced media landscape, an organization's reputation is its most valuable—and vulnerable—asset. Modern Public Relations (PR) extends far beyond traditional press releases; it encompasses strategic narrative design, stakeholder engagement, digital brand storytelling, dynamic media relations, and rapid crisis management.

This **2-Day Intensive Masterclass in Strategic Public Relations** equips participants with practical frameworks and high-impact skills required to lead corporate communications effectively. Through hands-on exercises, real-world case studies, and interactive media simulations, attendees will learn how to build resilient brand authority, craft compelling messaging across digital and traditional channels, and protect organizational credibility when crises emerge.

2. WHAT YOU WILL LEARN

By the end of this intensive 2-day workshop, participants will be able to:

- **Strategic Brand Storytelling:** Craft compelling narrative frameworks aligned with business objectives and key stakeholder values.
- **Integrated Media Relations:** Pitch stories effectively to journalists, influencers, and digital media platforms to secure valuable media placement.
- **Crisis & Issues Preparedness:** Build a 24-hour crisis communication response protocol and manage high-stakes issues proactively.
- **Digital PR & Social Media Strategy:** Leverage social media, press rooms, and content hubs for multi-channel brand visibility.
- **Executive Spokesperson Training:** Master interview techniques, bridging strategies, and executive messaging during press encounters.
- **PR Measurement & ROI:** Measure PR campaign performance, sentiment analysis, and reputational value using modern analytics tools.

3. COURSE OUTLINE

Schedule	Modules & Learning Focus
Day 1: Morning (09:00 - 12:00) Foundations & Storytelling	**Module 1: Modern Public Relations Landscape & Messaging Architecture** • The evolution of PR: PESO Model (Paid, Earned, Shared, Owned media) • Audience mapping & stakeholder analysis • Developing core message houses and key corporate narratives
Day 1: Afternoon (13:00 - 17:00) Media Relations & Digital PR	**Module 2: Strategic Media Relations & Digital PR Execution** • Building and maintaining relationships with journalists and key opinion leaders • Crafting press releases and pitch emails that get noticed • Digital PR strategies: SEO PR, online newsrooms, and social media amplification

Schedule	Modules & Learning Focus
Day 2: Morning (09:00 - 12:00) Crisis Management	**Module 3: Crisis Communication & Issues Management** • Identifying reputational risks and early warning indicators • Developing a 24-hour crisis response playbook and message control • Case study breakdown: Analyzing famous corporate PR crises and recoveries
Day 2: Afternoon (13:00 - 17:00) Spokesperson Lab & ROI	**Module 4: Executive Spokesperson Training & PR Measurement** • Media interview simulation: Handling tough Q&A, bridging techniques, and press conference drills • Measuring PR impact: Sentiment analysis, share of voice, and reporting PR ROI to leadership • Capstone exercise: Designing an end-to-end PR campaign

4. METHODOLOGY

Action-Oriented & Interactive Learning:
This 2-day intensive program emphasizes practical execution over passive listening:

• **Live Press Simulations:** On-camera mock media interviews and press conference drills with real-time feedback.
• **Interactive Workshops:** Group creation of message houses, press releases, and crisis action plans.
• **Real-World Case Studies:** In-depth breakdown of current corporate PR campaigns and crisis responses.
• **Peer Critique & Expert Guidance:** Personalized coaching on spokesperson posture, message delivery, and narrative structure.

5. WHO SHOULD ATTEND

This course is designed for mid-to-senior professionals seeking to elevate their strategic PR and communication capabilities, including:

- **PR & Corporate Communications Managers/Specialists** looking to sharpen strategic messaging and crisis readiness.
- **Marketing & Brand Directors** integrating PR into wider marketing and digital growth strategies.
- **Business Executives, Founders & C-Suite Leaders** serving as official company spokespersons.
- **Public Affairs & CSR Officers** managing corporate reputation, community relations, and corporate social responsibility.
- **Agency Account Managers** delivering strategic PR consultancy to corporate clients.

6. ABOUT INSTRUCTOR

Strategic Management and Communications Expert

Senior Consultant Dr. Ir. Amelia Naim Indrajaya, MBA

Strategic Reputation | Crisis Communication | Corporate Storytelling

Dr. Ir. Amelia Naim Indrajaya, MBA brings over a decade of high-level expertise in strategic communication, corporate strategy, and executive consulting. She holds a Doctorate in Strategic Management from Universitas Indonesia and an MBA from the University of Colorado at Boulder. An accomplished international speaker and consultant to corporate leaders, Dr. Amelia leverages her global perspective and multicultural background to deliver an engaging, action-oriented learning experience. Utilizing an interactive discovery learning approach and real-world corporate case studies, she creates a dynamic, high-energy environment designed to transform communication capabilities.

This workshop is presented by

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