COMMUNICATION & COLLABORATION / PM-COM-010

Media Relations in Practice

COURSE OVERVIEW

This programme develops a working approach to media relations in practice in the context of messages, relationships and collaborative decisions. Participants move from understanding the main concepts to examining a case, testing alternatives and explaining a practical recommendation. The three modules focus on media briefs, interview preparation and response coordination. Examples are selected after the training brief so that they reflect the responsibilities and experience of the participant group.

LEARNING OBJECTIVES

1. Explain the role of media briefs and identify the information required for a reliable assessment.
2. Use a structured worksheet to examine interview preparation and compare reasonable alternatives.
3. Identify assumptions, missing evidence and implementation concerns related to response coordination.
4. Prepare a communication brief, role-play and feedback record for discussion with a professional team.
5. Translate the exercise into a workplace action plan with owners, review points and measurable progress.

WHO BENEFITS

Professionals with stakeholder-facing responsibilities: apply media briefs to their responsibilities through a guided case and a course-specific worksheet. Team leaders and client-facing staff: apply interview preparation to their responsibilities through a guided case and a course-specific worksheet. Communication and coordination teams: apply response coordination to their responsibilities through a guided case and a course-specific worksheet.

DELIVERY AT A GLANCE

Indicative format: three learning days, one module per day. In-house and live online options. English or Arabic delivery is subject to a suitably qualified instructor. Shorter executive sessions may be scoped separately. Fees are quoted after the brief.

PRACTICAL LEARNING PLAN

Day 1: Media briefs

Map a current situation involving media briefs; separate facts from assumptions and identify questions that need clarification.

Method: short concept discussion, guided worksheet, group comparison and instructor feedback.

Day 2: Interview preparation

Compare two approaches to interview preparation; explain the expected benefits, limitations and information gaps.

Method: short concept discussion, guided worksheet, group comparison and instructor feedback.

Day 3: Response coordination

Develop an action plan for response coordination; assign responsibilities and agree how results should be reviewed.

Method: short concept discussion, guided worksheet, group comparison and instructor feedback.

APPLIED EXERCISE

Working as a professional team, participants receive a fictional workplace scenario with incomplete information. They identify evidence gaps, compare alternatives and prepare a communication brief, role-play and feedback record. Assessment focuses on reasoning, assumptions and a clear explanation of the proposed next step.

PARTICIPANT TAKEAWAYS

A completed case worksheet, a topic checklist and a personal workplace action plan. Materials are educational; no professional accreditation, licence or examination award is implied.

PROPOSED DELIVERY WINDOWS

These are indicative dates for expressions of interest, not confirmed events. No venue or instructor booking is represented. Each option requires a written quotation, suitable instructor, venue agreement and sufficient enrolment before confirmation. Do not make travel arrangements on the basis of this brochure.

Location / format	Start	End	Status
Muscat, Oman / In person	28 Dec 2026	30 Dec 2026	Proposed
Dubai, UAE / In person	01 Feb 2027	03 Feb 2027	Proposed
Live online / Online	08 Mar 2027	10 Mar 2027	Proposed

TAILORING THE PROGRAMME

Before delivery, agree the participant profile, priority problems, language, format, duration and expected outputs. Relevant examples can be adapted to energy and related sectors. Specialist legal, engineering, tax, certification or technical verification matters require appropriately qualified professionals under a separately agreed scope.

REQUEST AN OFFER

Share the course code, organisation, participant count, preferred delivery option and learning priorities. PetroMargin will clarify the brief before issuing a delivery proposal.

PetroMargin Commercial Advisory

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