

CIPR

CHARTERED INSTITUTE  
OF PUBLIC RELATIONS

# Get equipped for the future

Essential training for modern PR

**TRAINING PROGRAMME 2024**



# Choose CIPR training

Upgrade your PR skills and boost your performance with our industry-leading training.

With over 60 courses offered virtually, in-person and on-demand, our extensive training programme empowers you to master practical PR skills, develop strategic approaches and explore new areas of practice.

Whether you are a PR newcomer, adapting to a new role, or simply want to keep your skills current – choose the CIPR for your next course and leave with the know-how and confidence to do things differently.

## Why train with the CIPR?

- We are the PR industry's leading training provider, boosting the skills of more than 2,000 PR professionals every year.
- We work with the best trainers in the PR and communications field - all are rigorously assessed before joining our programme.
- We offer more than 60 course topics to help PR teams master core PR skills and keep up with topics like AI and ESG.
- Our courses provide up-to-the minute learning through relevant case studies and examples of practice.
- Our courses are designed to be practical so that you can apply your learning right away.

**"Every now and then, you undertake training that you know makes a real difference and will help shape your thinking for years to come. Thank you for your fabulous ESG session."**

**Emma Webster MCIPR, Lifestory Group**

# Courses for everyone



## Open courses

Join us for a day of inspiration and insight in real life in London or take part in live virtual courses from any location.



## On-demand courses

Experience CIPR training when and where you want with our bitesize and affordable on-demand courses.



## In-house courses

Ask us to design a training day to fit your business, tailor our open courses to suit your team, or bring our training to you. [Email](#) our training team to find out more.

## Accessibility and inclusion

Equity, diversity and inclusion matters to us at the CIPR. Taking measures to ensure our training courses are accessible to everyone is an everyday part of what we do.

Our open course venues offer wheelchair access and facilities, hearing loops, facilities for assistance dogs and quiet spaces.

Our trainers are versed in providing accessible and inclusive learning experiences, and our on-demand courses are delivered on an innovative and accessible e-learning platform.

We're here to support you so please [email our team](#) to let us know how we can adapt our training to meet your unique needs.

# Book your course

When you find the perfect course and you are ready to book, registering for a place is easy. Simply follow the course link and register for yourself or someone else. You'll need to log into your CIPR account or create one if it's your first time with us. You can make payment with a debit or credit card or opt to receive an invoice.



## Stretch your training budget further

### *Members pay less*

By becoming a member, you or your employer can save up to £200 per course. Membership gives you access to unrivalled opportunities for learning, development and growth. [Find out more](#) and become a member before you secure your next course.

### *10% off when you book three or more*

Add three courses to your cart and save 10%. Just apply code 'multiple' at the time of booking.



## Make your training count with CIPR CPD

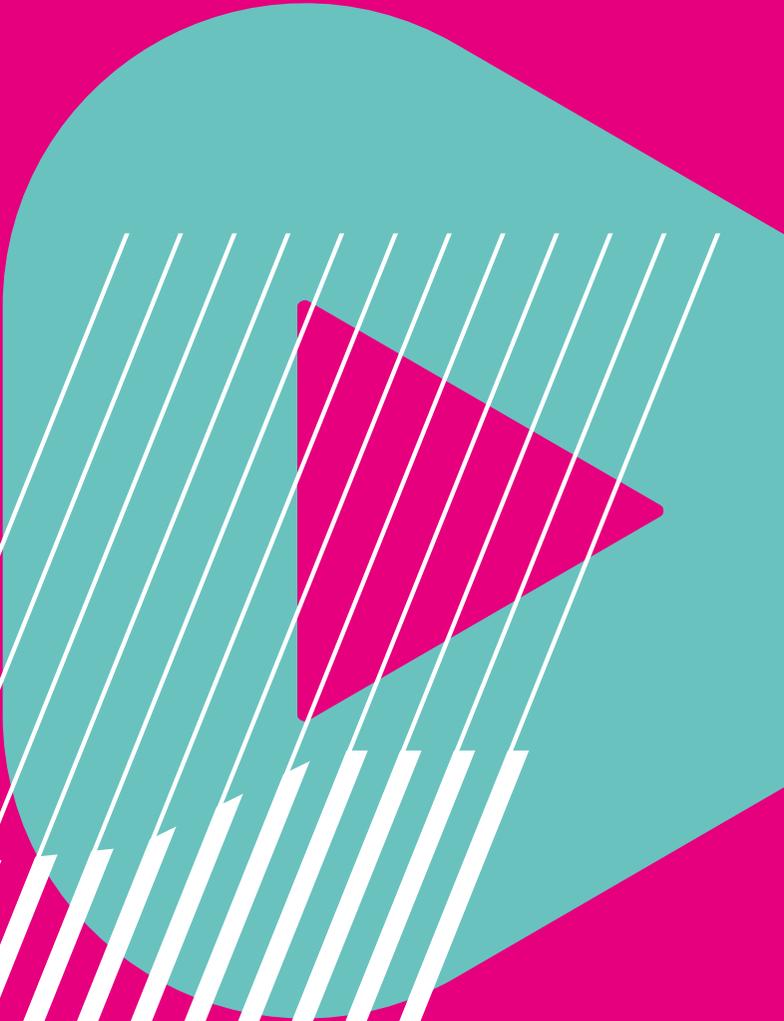
CIPR CPD is our Continuing Professional Development scheme. It's exclusive to members and it allows you to plan, record and reflect on the knowledge and skills you gain throughout the year. All CIPR training counts towards CPD and CIPR accreditation.





# Courses in 2024

In-person | Virtual | On-demand



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# Course categories



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# AUDIO VISUAL MEDIA

## Live video streaming

Gain the technical knowledge and understand the right strategies to engage with your audiences online and cultivate a strong social media following.

1 day

Level: **Beginner**

**Virtual** 01-Mar 26-Jun 07-Nov

**Price:** Member: £365 + VAT Non-member: £495 + VAT

## Smartphone video creation & editing

Use smartphone video to effectively promote your messages online and bring some of your video production in-house.

1 day

Level: **Beginner**

**London** 14-Mar 14-May 23-Jul 06-Dec

**Price:** Member: £475 + VAT Non-member: £625 + VAT

**Virtual** 09-Oct

**Price:** Member: £410 + VAT Non-member: £545 + VAT

## Storytelling

Learn to develop your communication by sharing compelling narratives that inspire individuals to take action.

1 day

Level: **All**

**Virtual** 06-Feb 03-Apr 15-May 26-Jun 10-Sep 12-Nov

**Price:** Member: £365 + VAT Non-member: £495 + VAT

# CRISIS AND REPUTATION

## Artificial intelligence and reputation management

1 day

Level: Advanced

Explore AI's influence on PR roles, relationships, and reputations, along with its ethical, leadership and strategic implications.

**Virtual** 11-Mar 25-Jun 26-Sep 29-Nov

**Price:** Member: £365 + VAT Non-member: £495 + VAT

## Creating your crisis communications plan

1 day

Level: Intermediate

Empower yourself to craft a crisis communications plan tailored to your organisation, safeguarding reputation in the face of challenging times.

**London** 17-Apr 17-Sep

**Price:** Member: £420 + VAT Non-member: £570 + VAT

**Virtual** 07-Feb 19-Jun 26-Nov

**Price:** Member: £365 + VAT Non-member: £495 + VAT

## Crisis communication

1 day

Level: Intermediate

Navigate the theory and practice of issue and crisis management. Gain the skills to take appropriate action before, during, and after a major incident to become a powerful advocate for your organisation.

**London** 13-Jun 18-Oct 04-Dec

**Price:** Member: £475 + VAT Non-member: £625 + VAT

**Virtual** 14-Mar 13-Aug

**Price:** Member: £410 + VAT Non-member: £545 + VAT

## Crisis communication (On-demand)

Level: All

Develop a better understanding of issues turning into crisis, how to create a crisis communications plan, how to respond to a crisis in an effective manner and more.

**E-learning platform** Six months' access

**Price:** Full series: £250 + VAT Per Module: £37.50 + VAT

# CRISIS AND REPUTATION continued

<p><b>Handling media interviews</b></p> <p>Get acquainted with the key lessons of media training and take the opportunity to practise those techniques on camera in a range of simulated interviews.</p>	<p>1 day</p>	<p><b>Level: Beginner</b></p> <p><b>London</b> 12-Jun 17-Oct 03-Dec</p> <p><b>Price:</b> Member: £475 + VAT Non-member: £625 + VAT</p>	<p><b>Virtual</b> 13-Mar</p> <p><b>Price:</b> Member: £410 + VAT Non-member: £545 + VAT</p>
<p><b>Internal communication in a time of crisis</b></p> <p>Delve into the role of internal communication during a crisis and explore how to best inform and engage your internal community in varied scenarios.</p>	<p>1 day</p>	<p><b>Level: Intermediate</b></p> <p><b>London</b> 08-Nov</p> <p><b>Price:</b> Member: £420 + VAT Non-member: £570 + VAT</p>	<p><b>Virtual</b> 20-Mar 30-Jun 13-Jun 04-Sep</p> <p><b>Price:</b> Member: £365 + VAT Non-member: £495 + VAT</p>
<p><b>Reputation management</b></p> <p>Explore PR's role in reputation management, addressing issues, performance management, reputation building and reputation recovery.</p>	<p>1 day</p>	<p><b>Level: Advanced</b></p> <p><b>London</b> 14-Nov</p> <p><b>Price:</b> Member: £420 + VAT Non-member: £570 + VAT</p>	<p><b>Virtual</b> 24-Jan 05-Mar 12-Jun</p> <p><b>Price:</b> Member: £365 + VAT Non-member: £495 + VAT</p>
<p><b>Risk, issues management and crisis</b></p> <p>Learn how to integrate reputational risk into an organisation's procedures to predict and prevent crises, and reduce reputational harm during incidents.</p>	<p>1 day</p>	<p><b>Level: Advanced</b></p> <p><b>London</b> 14-Aug</p> <p><b>Price:</b> Member: £420 + VAT Non-member: £570 + VAT</p>	<p><b>Virtual</b> 19-Feb 23-Apr 27-Jun 15-Nov</p> <p><b>Price:</b> Member: £365 + VAT Non-member: £495 + VAT</p>

# DIGITAL PR AND SOCIAL MEDIA

## Content management

Receive guidance on crafting a content strategy framework, creating and distributing content, and assessing PR-driven content marketing results.

2 days

Level: Intermediate

London 18-Jun

Price: Member: £595 + VAT Non-member: £795 + VAT

Virtual 05-Mar 18-Sep 12-Nov

Price: Member: £515 + VAT Non-member: £725 + VAT

## Google Analytics

Understand how to effectively use Google Analytics to quantify and demonstrate the value of PR and social media efforts.

1 day

Level: Beginner

Virtual 08-Mar 07-Jun 08-Aug 16-Oct 21-Nov

Price: Member: £365 + VAT Non-member: £495 + VAT

## Introduction to AI

Examine how AI can enhance the efficiency and effectiveness of PR campaigns across the entire spectrum of public relations activities.

2 days

Level: Beginner

London 23-Jan 06-Jun 25-Sep 02-Dec

Price: Member: £555 + VAT Non-member: £760 + VAT

Virtual 09-Apr

Price: Member: £555 + VAT Non-member: £760 + VAT

## LinkedIn for PR professionals

Learn to seamlessly integrate LinkedIn into your PR strategy, including setting objectives, identifying opportunities, selecting tactics, allocating resources and establishing governance.

1 day

Level: All

London 26-Sep

Price: Member: £420 + VAT Non-member: £570 + VAT

Virtual 12-Mar 09-Jul 27-Nov

Price: Member: £365 + VAT Non-member: £495 + VAT

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## DIGITAL PR AND SOCIAL MEDIA continued

<b>Effective media relations in the digital era</b>	1 day	Level: Intermediate				
Gain an introduction into the modern media landscape, navigating it, building lasting media relationships, and getting practical insights on journalists' use of social media.	<b>London</b>	27-Mar 24-Apr 11-Sep 05-Nov	<b>Virtual</b>	25-Jan 27-Feb 18-Jun 12-Dec		
	<b>Price:</b>	Member: £420 + VAT	Non-member: £570 + VAT	<b>Price:</b>	Member: £365 + VAT	Non-member: £495 + VAT
<b>Paid media management</b>	1 day	Level: All				
Simplify the integration of paid social media into your PR strategy by using it to set goals, identify opportunities, choose strategies and more.	<b>Virtual</b>	29-Feb 16-Apr 17-Jul 29-Oct 09-Dec				
	<b>Price:</b>	Member: £365 + VAT	Non-member: £495 + VAT			
<b>PR &amp; SEO</b>	1 day	Level: Beginner				
Delve into the intricate world of Google search engine rankings, explore the factors that influence results and gain a foundation in the tools necessary for informed decision-making in search, PR and content strategies.	<b>Virtual</b>	13-Mar 04-Nov				
	<b>Price:</b>	Member: £365 + VAT	Non-member: £495 + VAT			

## DIGITAL PR AND SOCIAL MEDIA continued

### Social media management

Plan, manage and evaluate your social media activity using practical insights into the most cost-effective tools and techniques.

1 day

Level: Intermediate

London 10-Sep

Price: Member: £420 + VAT Non-member: £570 + VAT

Virtual 06-Jun 18-Jan 20-Mar 08-Nov

Price: Member: £365 + VAT Non-member: £495 + VAT

### Social media strategy

Learn how to seamlessly blend social media and digital into your PR strategy by setting objectives, identifying opportunities, assigning resources and defining metrics.

1 day

Level: Advanced

Virtual 14-Feb 17-Apr 18-Jul 22-Oct 03-Dec

Price: Member: £365 + VAT Non-member: £495 + VAT

**"How do you know you've been on a cracking course? 15 pages of notes, head full of ideas and the confidence now to go smash this podcast!"**

**Andrea Heslop MCIPR, UK Home Office**

# INTERNAL COMMUNICATION

## Change communication

1 day

Level: Intermediate

Drawing on extensive psychological research, this course dispels the myth of change aversion and provides strategies to overcome resistance to change.

**London** 16-May 30-Jul 12-Sep 13-Nov

**Price:** Member: £420 + VAT Non-member: £570 + VAT

**Virtual** 08-Feb 12-Mar 29-Oct 06-Dec

**Price:** Member: £365 + VAT Non-member: £495 + VAT

## Communication and culture

1 day

Level: Advanced

Learn to spot organisational cultures and foster high engagement. Explore the formation of national and organisational cultures and leadership's influence on culture.

**Virtual** 19-Mar 28-Jun 25-Nov

**Price:** Member: £365 + VAT Non-member: £495 + VAT

## Employee engagement

1 day

Level: Advanced

Deepen your grasp of employee engagement and learn to apply effective, authentic strategies using theoretical models and real-world examples.

**London** 29-Apr 04-Nov

**Price:** Member: £420 + VAT Non-member: £570 + VAT

**Virtual** 31-Jan 06-Mar 27-Jun 05-Sep 11-Dec

**Price:** Member: £365 + VAT Non-member: £495 + VAT

## Mastering ESG In Internal Communication

1 day

Level: Intermediate

ESG's role in internal communication is now crucial. This course covers ESG reporting intricacies and its substantial impact on stakeholder engagement, company reputation and brand value.

**London** 11-Jun

**Price:** Member: £420 + VAT Non-member: £570 + VAT

**Virtual** 01-Feb 17-Sep 12-Dec

**Price:** Member: £365 + VAT Non-member: £495 + VAT

## INTERNAL COMMUNICATION continued

### Introduction to internal communication

1 day

Level: Beginner

Discover the positive impact of internal communication on organisational performance and get practical tips for a successful start in your internal communications career.

**London** 06-Jun 25-Apr

**Price:** Member: £420 + VAT

Non-member: £570 + VAT

**Virtual** 01-Feb 30-Sep 27-Nov

**Price:** Member: £365 + VAT

Non-member: £495 + VAT

### Strategic internal communication

1 day

Level: Advanced

Equip yourself with tools to create a powerful internal communications strategy that fosters strategic thinking in your interactions with internal stakeholders.

**London** 30-Apr 05-Nov

**Price:** Member: £420 + VAT

Non-member: £570 + VAT

**Virtual** 18-Jan 28-Feb 28-Jun 07-Mar 06-Sep

**Price:** Member: £365 + VAT

Non-member: £495 + VAT

**"The course was fantastic and exactly what I needed at this point in my career. It will shape my company's entire internal communications strategic plan."**

**Zoe Lukic**

# MANAGEMENT AND LEADERSHIP

## Account management

1 day

Level: Intermediate

Take control and responsibility for shaping and delivering PR campaigns. Acquire strategies to stay on top of your workload, inspire and manage staff effectively and expertly plan and track campaigns.

**London** 17-Sep

**Price:** Member: £420 + VAT Non-member: £570 + VAT

**Virtual** 20-Feb 23-Apr 05-Jul 19-Nov

**Price:** Member: £365 + VAT Non-member: £495 + VAT

## Artificial intelligence and reputation management

1 day

Level: Advanced

Grasp AI's evolving impact on PR, including its potential to alter relationships and reputations. Delve into the ethical, leadership and strategic aspects of AI in PR.

**Virtual** 11-Mar 25-Jun 26-Sep 29-Nov

**Price:** Member: £365 + VAT Non-member: £495 + VAT

## Designing your ESG communication strategy

1 day

Level: Advanced

Effortlessly integrate sustainability into your communication and business plans, fostering trust and credibility with stakeholders by sharing challenges and successes.

**London** 26-Mar 13-Jun 28-Nov

**Price:** Member: £420 + VAT Non-member: £570 + VAT

**Virtual** 19-Feb 25-Sep

**Price:** Member: £365 + VAT Non-member: £495 + VAT

## Effective people management

1 day

Level: Intermediate

Explore self-management, emotional intelligence and personal effectiveness in overseeing individuals and teams with a focus on motivation, delegation and addressing underperformance.

**London** 26-Mar 21-Aug

**Price:** Member: £420 + VAT Non-member: £570 + VAT

**Virtual** 26-Jan 20-Jun 24-Oct 10-Dec

**Price:** Member: £365 + VAT Non-member: £495 + VAT

## MANAGEMENT AND LEADERSHIP continued

### High performing PR leadership

1 day

Level: Advanced

Enhance team productivity through empowerment. Explore your preferred leadership style, develop your coaching skills, and gain new tools and techniques to motivate others and get the best out of people.

**London** 28-Jun 18-Oct

**Price:** Member: £420 + VAT Non-member: £570 + VAT

**Virtual** 14-Feb 08-Aug 05-Dec

**Price:** Member: £365 + VAT Non-member: £495 + VAT

### Strategic thinking in PR

1 day

Level: Advanced

Explore different strategic thinking approaches and learn to make strategic thinking a habit so that you can confidently provide strategic counsel to senior colleagues and clients.

**London** 24-Apr 03-Dec

**Price:** Member: £420 + VAT Non-member: £570 + VAT

**Virtual** 19-Jan 07-Mar 05-Jun 15-Aug 16-Oct

**Price:** Member: £365 + VAT Non-member: £495 + VAT

### The role of psychology in campaign design

1 day

Level: Advanced

Understand the potential of psychology in amplifying the influence of your campaigns on stakeholder attitudes and behaviours. Use psychological principles to segment your audience, capture attention, and shape emotions and actions in favour of your brand.

**London** 28-Nov

**Price:** Member: £420 + VAT Non-member: £570 + VAT

**Virtual** 23-May 25-Jan 21-Mar 18-Jul 03-Sep

**Price:** Member: £365 + VAT Non-member: £495 + VAT

### ESG communication (On-demand)

Level: All

Gain a comprehensive understanding of ESG, including demystifying each element, its history, the reporting frameworks and laws that surround it.

**E-learning platform** Six months' access

**Price:** Full series: £180 + VAT Per Module: £47.50 + VAT

# PERSONAL DEVELOPMENT

## Building resilience

1 day

Level: All

Recognise the nature of stress and resilience, understand how you currently respond and develop a new psychological toolkit for facing stress, change and challenge.

**Virtual** 18-Mar 27-Jun 20-Sep 12-Dec

**Price:** Member: £365 + VAT Non-member: £495 + VAT

## Creative communications: Creativity for PR professionals

1 day

Level: Intermediate

Come up with creative ideas more easily, discover the value of creativity, and learn to run better brainstorming sessions and sell creative ideas.

**London** 26-Mar 06-Jun 24-Sep

**Price:** Member: £420 + VAT Non-member: £570 + VAT

**Virtual** 27-Nov

**Price:** Member: £365 + VAT Non-member: £495 + VAT

## Creative thinking: Increasing your creative capacity

1 day

Level: Intermediate

Tap into and harness the creative abilities of yourself and others. Appreciate the importance of divergent thinking, learn a range of creative thinking methods, and discover tools and techniques to generate ideas and solve problems.

**London** 26-Mar 06-Jun 24-Sep

**Price:** Member: £420 + VAT Non-member: £570 + VAT

**Virtual** 27-Nov

**Price:** Member: £365 + VAT Non-member: £495 + VAT

## Equity, diversity & inclusion (On-demand)

Level: All

The series highlights the importance of considering diverse perspectives, cultural sensitivities and representation in our communication strategies. You'll also gain a solid understanding of EDI practices within public relations.

**E-learning platform** Six months' access

**Price:** Member: Series 1 Free  
Non-member: £30 + VAT

## PERSONAL DEVELOPMENT continued

### Positive influencing skills

1 day

Level: All

Master negotiation for win-win results through effective communication. Learn the principles of effective negotiating and influencing, see them in action, and gain the skills to navigate challenging dynamics.

**London** 27-Jun 02-Oct 04-Dec

**Price:** Member: £420 + VAT Non-member: £570 + VAT

**Virtual** 08-Feb 16-Apr

**Price:** Member: £365 + VAT Non-member: £495 + VAT

### Public speaking and presentation skills

1 day

Level: All

Boost your public speaking confidence by practising new techniques in a supportive setting and receiving professional coaching and feedback.

**London** 22-Feb 28-Mar 14-Jun 13-Sep 05-Nov 06-Dec

**Price:** Member: £420 + VAT Non-member: £570 + VAT

### Time management and personal effectiveness

1 day

Level: All

Cultivate a positive and effective approach to time and workload management. Acquire skills to eliminate, delegate and streamline tasks. Dive into understanding the causes of procrastination and discover actionable solutions.

**London** 04-Jun 20-Aug 11-Dec

**Price:** Member: £420 + VAT Non-member: £570 + VAT

**Virtual** 07-Feb 10-Oct

**Price:** Member: £365 + VAT Non-member: £495 + VAT

### Ethics (On-demand)

Level: All

Understand the importance of ethics to the profession, what it means to be an ethical practitioner and how to evaluate client requests, strategic options and campaign outcomes to ensure that you uphold your professional integrity.

**E-learning platform** Six months' access

**Price:** Member: Free Non-members £30 + VAT

# PLANNING, MEASUREMENT & EVALUATION

## Agile thinking

Embark on a journey into agile project management and its dynamic application in PR. Elevate your project management skills, discover agile tools, and witness how they streamline the delivery of efficient, timely and cost-effective programmes.

1 day

Level: All

**London** 18-Nov

**Price:** Member: £420 + VAT Non-member: £570 + VAT

**Virtual** 11-Jun 12-Mar 08-Oct

**Price:** Member: £365 + VAT Non-member: £495 + VAT

## Creating a PR strategy

Uncover the pivotal role of strategy in PR planning, execution, and management. Learn the art of crafting effective PR strategies and how to seamlessly integrate them into corporate strategies.

1 day

Level: Intermediate

**Virtual** 01-Mar 05-Jun 01-Oct 28-Nov

**Price:** Member: £365 + VAT on-member: £495 + VAT

## Data-driven communication

Discover the potency of data-driven PR strategies, including data analysis and visualisation essentials that enhance persuasive communications.

1 day

Level: Intermediate

**Virtual** 25-Jan 19-Mar 22-May 25-Jul 27-Sep 28-Nov

**Price:** Member: £365 + VAT Non-member: £495 + VAT

## Data protection & GDPR (On-demand)

Navigate data protection laws seamlessly while exploring the fundamental principles and motivations for integrating best practices in data protection.

Level: All

**E-learning platform** Six months' access

**Price:** All Series: £290 + VAT Per Series: £35 + VAT

## PLANNING, MEASUREMENT & EVALUATION continued

### Introduction to PR

Introducing various communication tools, and engaging in exercises to enhance your writing, planning, and relationship-building skills for success in early and mid-level PR roles.

2 days

Level: **Beginner**

**London** 27-Mar 16-Apr 10-Oct

**Price:** Member: £595 + VAT Non-member: £795 + VAT

**Virtual** 08-Feb 11-Jun 14-Aug 09-Dec

**Price:** Member: £515 + VAT Non-member: £725 + VAT

### Measuring and evaluating PR

Explore planning and measurement, setting objectives and choosing the right measures. Learn to align PR campaigns with business goals, disprove the discredited AVE measure, and prioritise research as the foundation for PR campaign planning.

2 days

Level: **Intermediate**

**London** 12-Jun

**Price:** Member: £595 + VAT Non-member: £795 + VAT

**Virtual** 22-Feb 11-Sep 05-Nov 10-Dec

**Price:** Member: £515 + VAT Non-member: £725 + VAT

### PR campaign planning

Discover the process of crafting a comprehensive PR campaign from start to finish. Gain insight into the step-by-step approach, from setting objectives to evaluating outcomes.

1 day

Level: **Beginner**

**Virtual** 30-Jul 11-Dec

**Price:** Member: £420 + VAT Non-member: £570 + VAT

**Virtual** 18-Mar 23-Jan 21-May 19-Sep

**Price:** Member: £365 + VAT Non-member: £495 + VAT

### Pitching for business (On-demand)

A guide to effectively pitching for new business, covering the entire process from brief to the final review. Learn how to craft and deliver a compelling, memorable pitch.

Level: **All**

**E-learning platform** Six months' access

**Price:** All Series: £300 + VAT Per Series: £40 + VAT

# PLANNING, MEASUREMENT & EVALUATION continued

## Stakeholder engagement

Delve into the concept of stakeholders and receive expert guidance on effective engagement strategies to accomplish organisational objectives.

1 day

Level: Intermediate

**London** 06-Mar 02-Jul 08-Oct 20-Nov

**Price:** Member: £420 + VAT Non-member: £570 + VAT

**Virtual** 15-Feb 22-May

**Price:** Member: £365 + VAT Non-member: £495 + VAT

**“Excellent day learning about successful PR campaign planning. Really interesting to learn more about different campaign stakeholders and evaluating PR success.”**

**Rory Codd**, Harper Collins

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# PUBLIC AFFAIRS

## Disinformation, misinformation and malinformation

In a 'post-truth' world, this course tackles PR challenges in a dynamic media landscape, offering practical guidance to reach your audience effectively amid the noise.

1 day

Level: Intermediate

**Virtual** 04-Mar 06-Jun 26-Nov

**Price:** Member: £365 + VAT Non-member: £495 + VAT

## Practical public affairs

Gain a comprehensive understanding of the skills required for lobbying and political communication, dispelling myths and developing practical skills in public affairs.

1 day

Level: Intermediate

**London** 25-Jun 03-Oct

**Price:** Member: £420 + VAT Non-member: £570 + VAT

**Virtual** 04-Mar 30-Jul 21-Nov

**Price:** Member: £365 + VAT Non-member: £495 + VAT

## British politics in a time of change

Explore the evolving landscape of British politics and equip yourself with the knowledge you need to write a compelling situation analysis.

1 day

Level: Intermediate

**Virtual** 29 Feb 06-Jun 21-Nov

**Price:** Member: £365 + VAT Non-member: £495 + VAT

# WRITING AND EDITORIAL

## Grammar and proofreading skills

1 day

Level: All

Raise your writing game by learning key grammar and punctuation rules, handy tips for error prevention and effective proofreading techniques.

**London** 20-Mar 22-Aug

**Price:** Member: £420 + VAT Non-member: £570 + VAT

**Virtual** 23-Jan 04-Jun 19-Nov

**Price:** Member: £365 + VAT Non-member: £495 + VAT

## Introduction to speechwriting

1 day

Level: Beginner

Craft impactful speeches for any audience. Dive into classic theories, master practical speech prep, and gain transferable skills for presentations, debates or TedTalks.

**London** 20-Jun 21-Nov

**Price:** Member: £420 + VAT Non-member: £570 + VAT

**Virtual** 06-Mar 09-Sep

**Price:** Member: £365 + VAT Non-member: £495 + VAT

## Mastering the art of copywriting

2 days

Level: Advanced

Master persuasive writing by learning how to make your copy relevant, memorable and effective.

**London** 05-Mar 14-Jun 24-Oct 14-Nov

**Price:** Member: £595 + VAT Non-member: £795 + VAT

**Virtual** 30-Jan 28-Mar 15-May 29-Aug 06-Nov

**Price:** Member: £515 + VAT Non-member: £725 + VAT

## Professional business writing

1 day

Level: Intermediate

Explore the art of professional writing, learning the intricacies of crafting compelling proposals, detailed reports and persuasive belief-based content.

**Virtual** 14-Mar 11-Jul 15-Oct 28-Nov

**Price:** Member: £365 + VAT Non-member: £495 + VAT

## WRITING AND EDITORIAL continued

### Writing better press releases

1 day

Level: All

Discover the art of crafting impactful news releases that convey your organisation's messages and contribute to enhancing its reputation.

**London** 06-Jun 30-Sep 03-Dec

**Price:** Member: £420 + VAT Non-member: £570 + VAT

**Virtual** 13-Feb 13-Mar 01-Aug 11-Nov

**Price:** Member: £365 + VAT Non-member: £495 + VAT

### Writing content for company media

1 day

Level: Intermediate

Learn the techniques for creating captivating and compelling content for your organisation's print and digital publications, e-zines, emailers and blogs.

**London** 18-Jun 26-Nov

**Price:** Member: £420 + VAT Non-member: £570 + VAT

**Virtual** 26-Mar 19-Sep

**Price:** Member: £365 + VAT Non-member: £495 + VAT

### Writing for impact and creativity

1 day

Level: All

Tap into your creativity and incorporate it into everyday writing tasks. Discover how to overcome writer's block and approach writing in a more structured and effective way.

**London** 04-Mar 25-Apr

**Price:** Member: £420 + VAT Non-member: £570 + VAT

**Virtual** 30-Jan 19-Jun 03-Oct 13-Nov

**Price:** Member: £365 + VAT Non-member: £495 + VAT

### Writing for the web and beyond

1 day

Level: Intermediate

Produce high-quality and engaging written copy for websites, blogs, social media and other online platforms, including SEO and writing prompts for AI.

**London** 28-Mar 16-Sep

**Price:** Member: £420 + VAT Non-member: £570 + VAT

**Virtual** 06-Feb 24-Jul 19-Nov

**Price:** Member: £365 + VAT Non-member: £495 + VAT

## WRITING AND EDITORIAL continued

### Writing skills for PR

Explore diverse writing styles and get practical tips to tailor them for news releases, feature articles, blog posts and everyday PR tasks.

1 day

Level: **Beginner**

**London** 13-Mar 25-Jun 16-Oct 20-Nov

**Virtual** 26-Jan 14-May 15-Aug 11-Dec

**Price:** Member: £420 + VAT

Non-member: £570 + VAT

**Price:** Member: £365 + VAT

Non-member: £495 + VAT

**"I will be able to take the knowledge gained on this course and put it into action in my everyday work. "**

**Sarah Taylor**, Green Templeton College, University of Oxford

Chartered Institute of Public Relations

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[cipr.co.uk/training](http://cipr.co.uk/training)

