



**The best
training I've
done in my
career.**

Quote provided by
Anna Milchem, OAG Aviation

TRAINING PROGRAMME 2026

Contents

Why Choose the CIPR?

| | |
|-----------------------------------|----|
| About CIPR Training | 03 |
| Training, Membership & CPD | 04 |
| Ways to Train with Us | 05 |
| Accessible and Inclusive Learning | 06 |
| How to Book | 07 |

Our Courses:

| | |
|--------------------------------------|----|
| AI in PR | 08 |
| Audio Visual Media | 12 |
| Behavioural Science | 14 |
| Crisis and Reputation | 17 |
| Digital PR and Social Media | 20 |
| Internal Communication | 23 |
| Leadership | 27 |
| Management | 31 |
| Media Relations | 36 |
| Personal Development | 38 |
| Planning, Measurement and Evaluation | 41 |
| Public Affairs | 45 |
| Writing and Editorial | 48 |

On-demand and In-house Training:

| | |
|--------------------|----|
| On-demand Training | 52 |
| In-house Training | 53 |

About CIPR Training



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

With more than 80 courses offered virtually, in-person and on-demand, our extensive training programme helps 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 choose the CIPR?

- ▶ We are the PR industry's leading training provider, boosting the skills of nearly 3,000 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 80 course topics to help PR teams master core PR skills and keep up with topics like AI and ESG.
- ▶ We 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.
- ▶ All of our trainers take part in quarterly AI briefings, ensuring up-to-date knowledge of AI tools and approaches is embedded across our training.



Training, Membership & CPD

Wherever you are in your career, CIPR membership supports your progression at every stage. From building your foundations to leading teams or returning after a career break, we help you strengthen your credibility, capability and confidence.

Continuing Professional Development (CPD) is at the heart of membership. Our member-exclusive CPD scheme helps you plan, track and evidence your learning, giving you a flexible framework for your long-term progression.

As a CIPR member, you can save up to £200 on training courses and access a wide range of free development opportunities, including on-demand training, expert-led events and hundreds of practical resources from webinars to skills guides.

All your development activities count towards CIPR CPD and support your journey to CIPR accreditation and Chartered PR Practitioner status.

Let your learning take you further with CIPR membership.



Find out more and join today
cipr.co.uk/membership

CPD 

Ways to Train with Us

Every individual and team has different learning needs, so we offer training at different levels and in a range of formats.

Open Courses

Our open courses are available in person and virtually and are designed to support professionals at every stage of their career.

In-person

Lively, interactive sessions with plenty of opportunity for discussion throughout the day and time to connect over a group lunch. In-person courses take place in London, with selected dates also available in Scotland.

Virtual

Live, interactive learning designed to encourage participation and shared experience from wherever you are.

Hybrid

We offer some of our two-day courses in a hybrid format, with day one taught in person and day two delivered virtually.

On-demand Courses

Flexible, bite-sized courses delivered through an accessible e-learning platform, allowing you to learn at your own pace, place and time.

In-house Courses

Off-the-shelf, tailored or bespoke courses that help teams tackle real business challenges together in a confidential and focused space.

Course Levels

BEGINNER For those new to PR or building confidence in core skills.

INTERMEDIATE For professionals looking to deepen their expertise and take a more strategic approach.

ADVANCED For experienced practitioners and leaders focusing on strategy, leadership and innovation.

ALL Open to all levels, offering value whether you're starting out or refreshing your practice.

Accessible and Inclusive Learning

Creating inclusive learning experiences is central to how we work. We are committed to providing training that is welcoming, enjoyable, and effective for everyone.

Our in-person course venues offer step-free access, hearing loops, facilities for assistance dogs and access to quiet spaces.

Virtual and on-demand courses are delivered through platforms designed with accessibility in mind, supporting a range of learning preferences, processing styles and needs.

Our trainers are experienced in inclusive learning practices and take account of different participation and communication needs, including those associated with neurodivergence, when designing and delivering courses.

Our aim is to create environments where all delegates feel comfortable contributing, asking questions and applying their learning.

If you have any accessibility requirements, please let our training team know in advance. We will always do our best to make practical and supportive adjustments to meet your needs.



**To find out more, please
contact our team at
training@cipr.co.uk**

How to Book

Booking our training for yourself or a colleague is quick and easy. Once you've chosen the course that's right, simply book online. You'll be asked to log in to your CIPR account or create one if it's your first time booking with us.

How to pay

You can pay by debit or credit card or request an invoice. If you are booking less than two weeks in advance, payment must be made by card.

Team bookings

If you're booking training for multiple delegates or would like to explore in-house or tailored training options, we are happy to help. We can advise on course selection, delivery formats and next steps.

Multiple booking discount

Book three or more course places and save 10% with promotional code 'Multiple10'*.

Need help?

If you have any questions before booking or need support choosing the right course, please contact our training team:

training@cipr.co.uk
+44 (0)20 7631 6900



Book your course today at
cipr.co.uk/training

**Discount code must be entered at the time of booking and cannot be used with any other offer.*

AI in PR



The most thought-provoking and immediately useful training I've done in a long time.

Lloyd Purnell, Starling Bank
Introduction to AI in PR

**BEGINNER**

Writing Prompts for AI

Understand prompt engineering to get the best from generative AI, improving everyday tasks with clearer, more effective instructions and outputs.

1-day course

| | | | |
|----------------|---|---------------|---------------|
| Virtual | 26 Mar | 29 Jul | 11 Nov |
| Price | Member: £385 + VAT / Non-member: £550 + VAT | | |

INTERMEDIATE

Content Creation and Activation with AI

Master practical skills to create and tailor engaging content across formats and platforms, using AI tools to enhance storytelling in PR.

1-day course

| | | | |
|----------------|---|---------------|---------------|
| Virtual | 05 Mar | 15 Jul | 30 Nov |
| Price | Member: £385 + VAT / Non-member: £550 + VAT | | |
| London | 27 May | 17 Sep | |
| Price | Member: £430 + VAT / Non-member: £595 + VAT | | |

INTERMEDIATE

Content Strategy, Planning and Management with AI

Learn to develop and manage a strategic, goal-driven content strategy, enhanced by AI tools for effective planning, governance, and performance measurement in PR.

1-day course

| | | | |
|----------------|---|---------------|---------------|
| Virtual | 26 Feb | 08 Jul | 26 Nov |
| Price | Member: £385 + VAT / Non-member: £550 + VAT | | |
| London | 20 May | 10 Sep | |
| Price | Member: £430 + VAT / Non-member: £595 + VAT | | |

INTERMEDIATE

Mastering AI in Internal Communication

Explore how AI enhances internal communication, streamlines workflows, and boosts engagement through practical modules featuring videos, text, and insights for effective, AI-driven workplace communication.

Self-paced course

| | |
|------------------|---|
| On-demand | 7 Modules |
| Price | Module: £45 + VAT / Programme: £300 + VAT |



ADVANCED

Advanced AI

Learn how to make confident, advanced use of AI, gain a competitive advantage and stay ahead in a rapidly evolving area of practice.

1-day course

| | | | |
|----------------|---|---------------|---------------|
| Virtual | 12 Mar | 18 Jun | 26 Nov |
| Price | Member: £385 + VAT / Non-member: £550 + VAT | | |

ADVANCED

AI in Crisis Communication and Risk Management

Discover how AI is impacting crisis communications and risk management, and understand how AI tools can improve communication effectiveness.

1-day course

| | | |
|----------------|---|---------------|
| Virtual | 05 Feb | 27 Aug |
| Price | Member: £385 + VAT / Non-member: £550 + VAT | |

| | | | |
|---------------|---|---------------|---------------|
| London | 26 Mar | 18 Jun | 25 Nov |
| Price | Member: £430 + VAT / Non-member: £595 + VAT | | |

| | |
|----------------|---|
| Glasgow | 29 Apr |
| Price | Member: £300 + VAT / Non-member: £475 + VAT |

ADVANCED

Artificial Intelligence & Reputation Leadership

Explore how AI is reshaping PR roles, ethics, leadership and strategy, empowering you to plan, guide and communicate AI adoption with confidence.

1-day course

| | | |
|----------------|---|---------------|
| Virtual | 24 Feb | 02 Sep |
| Price | Member: £385 + VAT / Non-member: £550 + VAT | |

| | | |
|---------------|---|---------------|
| London | 02 Jun | 08 Dec |
| Price | Member: £430 + VAT / Non-member: £595 + VAT | |

ADVANCED

Strategic AI Adoption for PR teams

Lead your team through AI adoption with confidence. Build strategic roadmaps for responsible AI integration, covering investment decisions, governance frameworks, team capabilities and organisational change within PR functions.

1-day course

| | | |
|----------------|---|---------------|
| Virtual | 23 July | 10 Nov |
| Price | Member: £385 + VAT / Non-member: £550 + VAT | |





ALL

AI Ethics

Understand the ethical risks and responsibilities of using AI in PR, and learn how to apply ethical principles to guide responsible AI adoption and practice.

1/2-day course

| | | |
|----------------|---|---------------|
| Virtual | 29 Apr | 14 Oct |
| Price | Member: £100 + VAT / Non-member: £150 + VAT | |

ALL

Automated AI

Learn to automate routine PR tasks using no-code platforms and AI, streamlining workflows, reducing manual effort, and freeing up time for strategic work.

1-day course

| | | | |
|----------------|---|---------------|---------------|
| Virtual | 11 Mar | 10 Jun | 12 Nov |
| Price | Member: £385 + VAT / Non-member: £550 + VAT | | |

ALL

Introduction to AI

Introduction to using AI tools to boost PR campaigns, from research to evaluation, while addressing ethics and applying practical, strategic approaches.

2-day course

| | | | | |
|----------------|---|----------------------------|----------------------------|--|
| Virtual | 27 Jan & 10 Feb | 13 Jul & 27 Jul | 19 Nov & 3 Dec | |
| Price | Member: £595 + VAT / Non-member: £795 + VAT | | | |
| Hybrid | 10 Mar & 24 Mar | 7 May & 21 May | 10 Sep & 24 Sep | Day 1 is in London and Day 2 is virtual |
| Price | Member: £595 + VAT / Non-member: £795 + VAT | | | |

ALL

Video Creation with AI

Gain the skills and confidence to plan, shoot and edit impactful videos using AI tools to boost engagement across social and internal platforms.

1-day course

| | | | |
|----------------|---|---------------|---------------|
| Virtual | 26 Feb | 21 May | 11 Dec |
| Price | Member: £385 + VAT / Non-member: £550 + VAT | | |



Audio Visual Media



A very enjoyable course delivered in a welcoming and relaxed atmosphere. I'll certainly look to incorporate the lessons into my work.

Chris Banks, Acas
Storytelling



BEGINNER

Smartphone Videos Creation & Editing

Learn to plan and shoot short, impactful videos using your smartphone, boosting reach and engagement with quick, cost-effective content for social media.

1-day course

| | | | | |
|----------------|---|---------------|---------------|--|
| Virtual | 22 May | | | |
| Price | Member: £385 + VAT / Non-member: £550 + VAT | | | |
| London | 10 Mar | 08 Sep | 08 Dec | |
| Price | Member: £430 + VAT / Non-member: £595 + VAT | | | |

ALL

Storytelling

Ideal for beginners or content creators, build essential skills in writing, video, podcasting, social media and photography to elevate your communications.

1-day course

| | | | | |
|----------------|---|---------------|--|--|
| Virtual | 19 Feb | 25 Jun | | |
| Price | Member: £385 + VAT / Non-member: £550 + VAT | | | |
| London | 23 Apr | 17 Sep | | |
| Price | Member: £430 + VAT / Non-member: £595 + VAT | | | |

ALL

TikTok for Comms Professionals

Plan, create and evaluate TikTok content that drives engagement, builds brand awareness and aligns with your communications goals and strategy.

1-day course

| | | | | |
|----------------|---|---------------|---------------|---------------|
| Virtual | 24 Mar | 30 Jun | 29 Sep | 11 Dec |
| Price | Member: £385 + VAT / Non-member: £550 + VAT | | | |

Book your course online
cipr.co.uk/training



Behavioural Science



Really fascinating. I'll use a process to make sure my campaigns are doing what I intend them to and will amend messaging as a result of what I've learnt.

Claire Scullion, NIE Networks
The Role of Psychology
in Campaign Design



INTERMEDIATE

Behavioural Change and Influence

Learn evidence-based techniques from behavioural science to drive change, boost team performance, influence stakeholders, and build high-performing environments.

1-day course

| | | |
|----------------|---|---------------|
| Virtual | 04 Feb | 01 Sep |
| Price | Member: £385 + VAT / Non-member: £550 + VAT | |

| | | |
|---------------|---|---------------|
| London | 20 May | 17 Nov |
| Price | Member: £430 + VAT / Non-member: £595 + VAT | |

INTERMEDIATE

High Performance Decision Making

Enhance strategic decisions, reduce errors and improve team cohesion using behavioural science, emotional intelligence, and practical tools to overcome cognitive biases under pressure.

1-day course

| | | |
|----------------|---|---------------|
| Virtual | 10 Mar | 29 Sep |
| Price | Member: £385 + VAT / Non-member: £550 + VAT | |

INTERMEDIATE

Neuroinclusion for Managers

Create neuroinclusive environments that harness diverse thinking, improve team performance, and foster innovation, psychological safety, and stronger client outcomes.

1-day course

| | | |
|----------------|---|---------------|
| Virtual | 25 Feb | 24 Jun |
| Price | Member: £385 + VAT / Non-member: £550 + VAT | |

| | |
|---------------|---|
| London | 03 Nov |
| Price | Member: £430 + VAT / Non-member: £595 + VAT |





ADVANCED

Behavioural Insights for PR Practice

Apply key behavioural theories and insights to enhance your approach to everyday professional challenges.

1-day course

| | |
|----------------|---|
| Virtual | 30 Mar |
| Price | Member: £385 + VAT / Non-member: £550 + VAT |

| | |
|---------------|---|
| London | 30 Sep |
| Price | Member: £430 + VAT / Non-member: £595 + VAT |

ADVANCED

The Role of Psychology in Campaign Design

Apply psychology to boost campaign impact, segment audiences, capture attention, and influence stakeholder attitudes and behaviours more effectively.

1-day course

| | | | | |
|----------------|---|---------------|---------------|---------------|
| Virtual | 23 Mar | 06 May | 23 Oct | 03 Dec |
| Price | Member: £385 + VAT / Non-member: £550 + VAT | | | |

| | |
|---------------|---|
| London | 07 Jul |
| Price | Member: £430 + VAT / Non-member: £595 + VAT |

ALL

Building Resilience

In today's fast-paced world, building resilience helps you manage stress more effectively and come through challenges stronger and more confident.

1-day course

| | |
|----------------|---|
| Virtual | 17 Nov |
| Price | Member: £385 + VAT / Non-member: £550 + VAT |

| | |
|---------------|---|
| London | 26 Jun |
| Price | Member: £430 + VAT / Non-member: £595 + VAT |



Crisis and Reputation



An excellent, comprehensive course with lots of fantastic hints, tips and tools which fully met my objectives.

Karen Langley, Copart
Crisis Communication



INTERMEDIATE

Creating your Crisis Communications Plan

Learn to create or revise a practical crisis communications plan, protect reputation, and prepare for potential threats.

1-day course

| | | |
|----------------|---|---------------|
| Virtual | 17 Feb | 21 Jul |
| Price | Member: £385 + VAT / Non-member: £550 + VAT | |

| | | |
|---------------|---|---------------|
| London | 21 May | 29 Oct |
| Price | Member: £430 + VAT / Non-member: £595 + VAT | |

INTERMEDIATE

Crisis Communication

Gain practical skills to manage crisis communications, engage media, protect reputation, and respond effectively before, during, and after major incidents.

1-day course

| | | | |
|----------------|---|---------------|---------------|
| Virtual | 03 Mar | 25 Jun | 27 Oct |
| Price | Member: £385 + VAT / Non-member: £550 + VAT | | |

| | | | |
|---------------|---|---------------|---------------|
| London | 14 May | 03 Sep | 09 Dec |
| Price | Member: £430 + VAT / Non-member: £595 + VAT | | |

INTERMEDIATE

Crisis Communication Essentials

Gain a clear understanding of crisis communication, from identifying emerging issues to planning, responding effectively, and managing recovery through this comprehensive, on-demand learning programme.

Self-paced course

| | |
|------------------|--|
| On-demand | 8 Modules |
| Price | Module: £37.50 + VAT / Programme: £275 + VAT |

Free to CIPR members



ADVANCED

Reputation Management

Explore how to build, protect, and recover reputation through PR strategies, practical exercises, and case studies in this interactive course.

1-day course

| | | |
|----------------|---|---------------|
| Virtual | 05 Feb | 12 Nov |
| Price | Member: £385 + VAT / Non-member: £550 + VAT | |

| | |
|---------------|---|
| London | 23 Jun |
| Price | Member: £430 + VAT / Non-member: £595 + VAT |

ADVANCED

Risk, Issues & Crisis Management

Learn to identify, manage, and mitigate reputational risks, prevent crises, and respond effectively.

1-day course

| | | |
|----------------|---|---------------|
| Virtual | 11 Feb | 30 Jun |
| Price | Member: £385 + VAT / Non-member: £550 + VAT | |

| | | | |
|---------------|---|---------------|---------------|
| London | 23 Apr | 10 Sep | 12 Nov |
| Price | Member: £430 + VAT / Non-member: £595 + VAT | | |

Book your course online
cipr.co.uk/training

Digital PR and Social Media



A really excellent day's training - the ideal mix of practical tips that I can implement immediately along with a strategic approach to make it meaningful.

Liz Skinner, STEP
Social Media Strategy



BEGINNER

Google Analytics

Learn to use Google Analytics for PR by setting up accounts, building reports, tracking goals, and creating custom dashboards to measure and prove PR and social media value.

1-day course

| | | | |
|----------------|---|---------------|---------------|
| Virtual | 11 Mar | 07 Jul | 25 Nov |
| Price | Member: £385 + VAT / Non-member: £550 + VAT | | |

INTERMEDIATE

PR, SEO, GEO & AI

Explore AI-driven SEO and PR strategies, learn key tools, understand Google's algorithms, and integrate AI to optimise search rankings and enhance communications.

1-day course

| | | |
|----------------|---|---------------|
| Virtual | 01 Apr | 10 Nov |
| Price | Member: £385 + VAT / Non-member: £550 + VAT | |

INTERMEDIATE

Social Media Management

Learn to plan, manage, and evaluate social media using cost-effective tools, ethical practices, and proven strategies to enhance your organisation's communications.

1-day course

| | | | | |
|----------------|---|---------------|---------------|---------------|
| Virtual | 04 Feb | 14 Apr | 16 Sep | 17 Nov |
| Price | Member: £385 + VAT / Non-member: £550 + VAT | | | |

| | |
|---------------|---|
| London | 17 Jun |
| Price | Member: £430 + VAT / Non-member: £595 + VAT |





ADVANCED

Social Media Strategy and AI

Learn to integrate social media, digital, and AI technologies into PR strategies, setting objectives, managing resources, and evaluating using cutting-edge AI tools and techniques.

1-day course

| | | | |
|----------------|---|---------------|---------------|
| Virtual | 25 Feb | 16 Jul | 08 Dec |
| Price | Member: £385 + VAT / Non-member: £550 + VAT | | |

| | | | |
|---------------|---|--|--|
| London | 29 Sep | | |
| Price | Member: £430 + VAT / Non-member: £595 + VAT | | |

ALL

LinkedIn for PR Professionals

Learn to integrate LinkedIn into PR strategies by optimising profiles, leveraging content, using paid promotions, and understanding governance, ethics, and analytics for client or organisational success.

1-day course

| | | | |
|----------------|---|---------------|---------------|
| Virtual | 04 Mar | 14 Jul | 09 Sep |
| Price | Member: £385 + VAT / Non-member: £550 + VAT | | |

ALL

Paid Media Management

Learn to integrate, plan, and manage paid social media campaigns, maximize ROI, select tactics, and measure success within your PR and marketing strategies effectively.

1-day course

| | | | |
|----------------|---|---------------|---------------|
| Virtual | 09 Mar | 02 Jul | 27 Nov |
| Price | Member: £385 + VAT / Non-member: £550 + VAT | | |

Book your course online
cipr.co.uk/training

Internal Communication



This course was a fantastic investment of time and energy, inspiring and well worth attending.

Tehmina Boman-Behram, Refresco
Internal Communication in a Time of Crisis



BEGINNER

Introduction to Internal Communication

Gain foundational knowledge of internal communication, its benefits, audiences, content, channels, and measurement.

2-day course

| | | | | |
|----------------|---|---------------------------|---------------------------|------------------------|
| Virtual | 3 Feb & 17 Feb | 9 Jun & 23 Jun | 19 Nov & 3 Dec | |
| Price | Member: £595 + VAT / Non-member: £795 + VAT | | | |
| London | 14 Oct & 28 Oct | | | Day 2 is online |
| Price | Member: £595 + VAT / Non-member: £795 + VAT | | | |

INTERMEDIATE

Change Communication

Learn practical techniques to communicate organisational change effectively, overcome resistance, and engage employees using psychological insights and real-world examples.

1-day course

| | | | | | |
|----------------|---|---------------|---------------|---------------|---------------|
| Virtual | 10 Feb | 26 Mar | 13 May | 14 Jul | 26 Oct |
| Price | Member: £385 + VAT / Non-member: £550 + VAT | | | | |
| London | 02 Dec | | | | |
| Price | Member: £430 + VAT / Non-member: £595 + VAT | | | | |

INTERMEDIATE

Communications and Culture

Explore how organisational culture is formed, communicated, and transformed through tools that build cultural understanding, align values with behaviour, and lead change in modern workplaces.

Self-paced course

| | |
|------------------|--|
| On-demand | 6 Modules |
| Price | Module: £37.50 + VAT / Programme: £200 + VAT |



**INTERMEDIATE**

Employee Engagement

Gain strategic insight into employee engagement, its impact on organisational success, and effective communication tools.

1-day course

| | | | |
|----------------|---|---------------|---------------|
| Virtual | 27 Jan | 19 Mar | 09 Sep |
| Price | Member: £385 + VAT / Non-member: £550 + VAT | | |

| | | | |
|---------------|---|---------------|--|
| London | 10 Jun | 02 Dec | |
| Price | Member: £430 + VAT / Non-member: £595 + VAT | | |

INTERMEDIATE

Internal Communication in a Time of Crisis

Explore effective internal communication strategies during crises, supporting staff, maintaining morale, and advocating for your organisation.

1-day course

| | | | |
|----------------|---|---------------|--|
| Virtual | 21 Apr | 26 Nov | |
| Price | Member: £385 + VAT / Non-member: £550 + VAT | | |

| | | | |
|---------------|---|--|--|
| London | 04 Jun | | |
| Price | Member: £430 + VAT / Non-member: £595 + VAT | | |

ADVANCED

Driving Healthy, High Performing Cultures in Communications

Explore strategies to foster healthy, high-performing communication cultures that enhance collaboration, boost engagement, and drive organisational success through effective leadership and inclusive practices.

1-day course

| | | | |
|----------------|---|---------------|---------------|
| Virtual | 21 Jan | 15 Apr | 11 Nov |
| Price | Member: £385 + VAT / Non-member: £550 + VAT | | |





ADVANCED

Strategic Internal Communication

Develop strategic internal communication skills and discover practical tools to create effective strategies that support organisational goals.

1-day course

| | | | | |
|----------------|---|---------------|---------------|---------------|
| Virtual | 03 Feb | 25 Mar | 18 Jun | 23 Nov |
| Price | Member: £385 + VAT / Non-member: £550 + VAT | | | |
| London | 29 Apr | 23 Sep | | |
| Price | Member: £430 + VAT / Non-member: £595 + VAT | | | |
| Glasgow | 07 May | | | |
| Price | Member: £300 + VAT / Non-member: £475 + VAT | | | |

Book your course online
cipr.co.uk/training

Leadership



The training has really helped me reflect on my current strengths and areas for improvement as a leader. I'll now be exploring what my leadership style is in different scenarios and ensuring it's appropriate for my team.

Nikki Cummins, Battersea Dogs & Cats Home
High Performing PR Leadership



ADVANCED

ESG Governance for Communication Leaders

Develop the strategic frameworks senior communication leaders need to influence ESG decisions, manage reputational risk, and position communications within governance structures where ESG strategy is shaped.

1-day course

| | | |
|----------------|---|---------------|
| Virtual | 06 Aug | 26 Nov |
| Price | Member: £385 + VAT / Non-member: £550 + VAT | |

ADVANCED

High Performing PR Leadership

Enhance PR leadership by mastering coaching skills, understanding motivation, and adapting styles to empower teams, boost productivity, and maximise effectiveness.

1-day course

| | | | | |
|----------------|---|---------------|---------------|---------------|
| Virtual | 12 Feb | 21 Aug | 13 Oct | 01 Dec |
| Price | Member: £385 + VAT / Non-member: £550 + VAT | | | |
| London | 19 May | | | |
| Price | Member: £430 + VAT / Non-member: £595 + VAT | | | |

ADVANCED

Roles and Consulting Skills in PR Practice

Develop essential consulting skills and understand diverse PR roles to effectively advise clients, manage relationships, and deliver strategic communication solutions in professional practice.

1-day course

| | |
|----------------|---|
| Virtual | 29 Apr |
| Price | Member: £385 + VAT / Non-member: £550 + VAT |
| London | 14 Oct |
| Price | Member: £430 + VAT / Non-member: £595 + VAT |





ADVANCED

Scenario Planning for PR Practice

Learn to anticipate and navigate future PR challenges by developing strategic scenario planning skills and enabling adaptable, forward-thinking communication strategies for evolving industry landscapes.

1-day course

| | |
|----------------|---|
| Virtual | 27 Apr |
| Price | Member: £385 + VAT / Non-member: £550 + VAT |

| | |
|---------------|---|
| London | 02 Oct |
| Price | Member: £430 + VAT / Non-member: £595 + VAT |

ADVANCED

Strategic Thinking in PR

Develop strategic thinking habits to provide valued PR leadership, advise senior clients, and apply practical tools for effective, big-picture communication and decision-making.

1-day course

| | | | | | |
|----------------|---|---------------|---------------|---------------|---------------|
| Virtual | 22 Jan | 11 Mar | 24 Jun | 24 Nov | 08 Dec |
| Price | Member: £385 + VAT / Non-member: £550 + VAT | | | | |

| | | |
|---------------|---|---------------|
| London | 30 Apr | 07 Oct |
| Price | Member: £430 + VAT / Non-member: £595 + VAT | |

| | |
|------------------|---|
| Edinburgh | 15 Sep |
| Price | Member: £300 + VAT / Non-member: £475 + VAT |



ADVANCED

Non-Executive Director

Gain the knowledge and confidence to thrive as a NED or trustee. Ideal for those looking to bring strategic communications into the boardroom.

1-day course

| | | | | | | |
|----------------|---|---------------|---------------|---------------|---------------|---------------|
| Virtual | 24 Feb | 21 Apr | 09 Jun | 27 Aug | 13 Oct | 10 Dec |
| Price | Member: £550 + VAT / Non-member: £895 + VAT | | | | | |

Chartered PR Practitioners are eligible for a discount on the Non-Executive Director course. [Email us](#) for details.

ADVANCED

The Role of the Chief Communications Officer

Develop strategic communication, crisis management, stakeholder engagement, and leadership skills essential for Chief Communications Officers to protect reputation and drive success.

1-day course

| | | | |
|----------------|---|---------------|---------------|
| Virtual | 18 Nov | | |
| Price | Member: £385 + VAT / Non-member: £550 + VAT | | |
| London | 18 Mar | 17 Jun | 16 Sep |
| Price | Member: £430 + VAT / Non-member: £595 + VAT | | |





Management



Such a great day! I learnt so much. It was all super interesting and useful and really helped me to change the way I think about my management style.

Hannah Tomaszewski
Effective People Management



INTERMEDIATE

Account Management

Gain practical skills in PR account management, campaign planning, team motivation, client relations, and project management to confidently lead and grow your PR accounts.

1-day course

| | |
|----------------|---|
| Virtual | 19 Mar |
| Price | Member: £385 + VAT / Non-member: £550 + VAT |

| | | |
|---------------|---|---------------|
| London | 07 Jul | 03 Dec |
| Price | Member: £430 + VAT / Non-member: £595 + VAT | |

INTERMEDIATE

Essential Cyber Security for PR Practitioners

Learn how to protect yourself, your organisation and clients from cyber-attacks, reducing reputational risk and strengthening your defences as a PR professional.

1-day course

| | | | |
|----------------|---|---------------|---------------|
| Virtual | 11 Feb | 04 Jun | 21 Oct |
| Price | Member: £385 + VAT / Non-member: £550 + VAT | | |

INTERMEDIATE

Effective People Management

Develop emotional intelligence, motivate teams, delegate effectively, manage underperformance, and adapt leadership styles to inspire and enhance personal and team performance in management roles.

1-day course

| | | |
|----------------|---|---------------|
| Virtual | 05 Feb | 04 Dec |
| Price | Member: £385 + VAT / Non-member: £550 + VAT | |

| | | |
|---------------|---|---------------|
| London | 24 Mar | 16 Jul |
| Price | Member: £430 + VAT / Non-member: £595 + VAT | |





INTERMEDIATE

ESG Communication

Gain a clear understanding of ESG, its history, frameworks, and laws, while learning to design effective strategies and avoid common communication pitfalls across four flexible modules.

Self-paced course

| | |
|------------------|--|
| On-demand | 4 Modules |
| Price | Module: £37.50 + VAT / Programme: £140 + VAT |

INTERMEDIATE

Introduction to Budgeting for PR

Learn the fundamentals of budgeting for PR, including planning and managing costs, and aligning budgets with communication objectives to deliver effective, financially sound campaigns.

1-day course

| | |
|----------------|---|
| Virtual | 12 Mar |
| Price | Member: £385 + VAT / Non-member: £550 + VAT |

| | | |
|---------------|---|---------------|
| London | 11 Jun | 10 Nov |
| Price | Member: £430 + VAT / Non-member: £595 + VAT | |

ADVANCED

ESG Reporting for Communications Leaders

Translate complex ESG data into credible narratives that withstand scrutiny. Learn double materiality, prevent greenwashing risks, and build commercially sound sustainability stories backed by evidence and transparency.

1-day course

| | | |
|----------------|---|---------------|
| Virtual | 02 July | 12 Nov |
| Price | Member: £385 + VAT / Non-member: £550 + VAT | |





ADVANCED

Driving Organisational Focus and Efficiency

Learn to set strategic KPIs and measurable objectives that drive clarity, alignment and performance.

2-day course with Impellus

| | | | | | | | | | |
|---------|---|--------|--------|--------|--------|--------|--------|--------|--------|
| Virtual | 29 Jan | 19 Feb | 19 Mar | 22 Apr | 18 Jun | 14 Jul | 24 Sep | 15 Oct | 08 Dec |
| Price | Member: £650 + VAT / Non-member: £750 + VAT | | | | | | | | |

ADVANCED

High-Performance Decision Making

Master techniques for high-performance decision-making, enhancing clarity, speed, and confidence to drive effective outcomes in complex and fast-paced professional environments.

1-day course

| | | | |
|---------|---|---------|--------|
| Virtual | 10 Mar | 10 July | 29 Sep |
| Price | Member: £385 + VAT / Non-member: £550 + VAT | | |

ADVANCED

Organisational Leadership Skills

Explore how leadership style and culture impact performance, and gain practical tools to lead with purpose and clarity.

2-day course with Impellus

| | | | | | | | | | |
|---------|---|--------|--------|--------|--------|--------|--------|--------|--------|
| Virtual | 13 Jan | 05 Feb | 05 Mar | 24 Mar | 30 Jun | 29 Jul | 29 Sep | 22 Oct | 11 Nov |
| Price | Member: £650 + VAT / Non-member: £750 + VAT | | | | | | | | |

ADVANCED

Strategic Thinking & Decision Making

Strengthen your strategic mindset and decision-making skills. Analyse the environment, identify opportunities and challenges, and make confident choices that support organisational success.

2-day course with Impellus

| | | | | | | | | | |
|---------|---|--------|--------|--------|--------|--------|--------|--------|--------|
| Virtual | 20 Jan | 12 Feb | 12 Mar | 15 Apr | 14 May | 08 Jul | 16 Sep | 15 Oct | 05 Nov |
| Price | Member: £650 + VAT / Non-member: £750 + VAT | | | | | | | | |





ALL

Employee Advocacy

Gain the skills, knowledge, and confidence to advocate authentically for your organisation, supporting PR goals and building trust, visibility, and credibility through personal experience.

Self-paced course

| | |
|------------------|-----------------------|
| On-demand | Full programme |
| Price | £175 + VAT |

ALL

Introduction to Cyber Security

Designed for PR and communications professionals, this course builds essential cyber security knowledge to help mitigate risks and stay protected in today's complex threat landscape.

Self-paced course

| | |
|------------------|---|
| On-demand | 5 Modules |
| Price | Module: £45 + VAT / Programme: £225 + VAT |

Book your course online
cipr.co.uk/training

Media Relations



Great session. Found lots of new tools and media resources to get my brain ticking.

Neha Sharma, BT
Effective Media Relations in the Digital Era



INTERMEDIATE

Effective Media Relations in the Digital Era

Master digital-era media relations by building strong journalist connections, crafting compelling stories, pitching effectively, and leveraging AI to enhance your PR strategy and results.

1-day course

| | | | | |
|----------------|---|---------------|---------------|---------------|
| Virtual | 30 Jan | 16 Apr | 03 Jun | 24 Nov |
| Price | Member: £385 + VAT / Non-member: £550 + VAT | | | |
| London | 31 Mar | 15 Sep | | |
| Price | Member: £430 + VAT / Non-member: £595 + VAT | | | |

INTERMEDIATE

Handling Media Interviews

Develop skills and confidence to handle any media interview effectively through on-camera practice, expert feedback, and real-life scenarios.

1-day course

| | | | | |
|----------------|---|---------------|--|--|
| Virtual | 12 Mar | | | |
| Price | Member: £385 + VAT / Non-member: £550 + VAT | | | |
| London | 23 Jun | 15 Oct | | |
| Price | Member: £430 + VAT / Non-member: £595 + VAT | | | |

Book your course online
cipr.co.uk/training

Personal Development



This was the most amazing course. I came away with so many key takeaways and thoroughly enjoyed my day.

Jo Bennett, Aldi Stores
Public Speaking & Presentation Skills



INTERMEDIATE

Creative Thinking in PR and Communication

Enhance creative thinking in PR with hands-on techniques, idea generation skills, and practical tools to develop and pitch innovative, high-impact communication campaigns.

1-day course

| | | |
|----------------|---|---------------|
| Virtual | 23 Jun | 30 Nov |
| Price | Member: £385 + VAT / Non-member: £550 + VAT | |
| London | 31 Mar | 06 Oct |
| Price | Member: £430 + VAT / Non-member: £595 + VAT | |

ALL

Critical Thinking and Problem Solving

Develop practical skills to assess information, challenge assumptions, and make informed decisions through structured thinking techniques and effective problem-solving strategies.

Self-paced course

| | |
|------------------|--|
| On-demand | 8 Modules |
| Price | Module: £37.50 + VAT / Programme: £275 + VAT |

ALL

Navigating Conflict with Confidence

Develop the skills and tools to recognise, manage and resolve conflict effectively - in client relationships, internal teams and high-pressure conversations.

Self-paced course

| | |
|------------------|---|
| On-demand | 6 Modules |
| Price | Module: £37.50 +VAT / Programme: £275 + VAT |

ALL

Negotiating and Influencing Skills

Build confidence and effectiveness in negotiations by developing key influencing skills, strategies, and techniques to achieve mutually beneficial outcomes in PR and communication roles.

1-day course

| | | | |
|----------------|---|---------------|---------------|
| Virtual | 24 Feb | 01 Jul | 08 Oct |
| Price | Member: £385 + VAT / Non-member: £550 + VAT | | |
| London | 04 Dec | | |
| Price | Member: £430 + VAT / Non-member: £595 + VAT | | |



ALL

Personal Branding

Build a strong personal brand with tools and insights to stand out, make an impact, and advance your career in today's digital-first professional landscape.

Self-paced course

| | |
|------------------|--|
| On-demand | 8 Modules |
| Price | Module: £37.50 + VAT / Programme: £275 + VAT |

ALL

Public Speaking & Presentation Skills

Boost confidence and impact in public speaking through practical coaching, structured techniques, and feedback to improve delivery, engage audiences, and handle challenging questions effectively.

1-day course

| | | | |
|----------------|---|---------------|---------------|
| Virtual | 12 Feb | 18 Jun | 02 Sep |
| Price | Member: £385 + VAT / Non-member: £550 + VAT | | |
| London | 24 Apr | 11 Dec | |
| Price | Member: £430 + VAT / Non-member: £595 + VAT | | |

ALL

Time Management & Personal Effectiveness

Improve time management and personal effectiveness by learning to prioritise tasks, manage procrastination, set boundaries, reduce stress, and boost productivity through practical tools and strategies.

1-day course

| | | |
|----------------|---|---------------|
| Virtual | 15 Apr | 17 Nov |
| Price | Member: £385 + VAT / Non-member: £550 + VAT | |
| London | 02 Jun | |
| Price | Member: £430 + VAT / Non-member: £595 + VAT | |

Book your course online
cipr.co.uk/training

Planning, Measurement and Evaluation



It's the best training I've done in my career. The trainer created a supportive environment, balanced theory with practical, and is extremely knowledgeable.

Anna Milchem, OAG Aviation
Introduction to PR



INTERMEDIATE

Creating a PR Strategy

Discover the central role strategy plays in PR planning, delivery and management. Learn how to design effective PR strategies and integrate them seamlessly with wider corporate goals.

1-day course

| | | |
|----------------|---|---------------|
| Virtual | 04 Feb | 15 Apr |
| Price | Member: £385 + VAT / Non-member: £550 + VAT | |
| London | 15 Sep | |
| Price | Member: £430 + VAT / Non-member: £595 + VAT | |

INTERMEDIATE

Data-Driven Communication

Unlock the power of data-driven PR. Learn how to analyse and present data effectively to strengthen insight, sharpen strategy and deliver more persuasive communications.

1-day course

| | | | |
|----------------|---|---------------|---------------|
| Virtual | 30 Mar | 28 Jul | 08 Sep |
| Price | Member: £385 + VAT / Non-member: £550 + VAT | | |
| London | 19 May | 04 Dec | |
| Price | Member: £430 + VAT / Non-member: £595 + VAT | | |

INTERMEDIATE

Measuring & Evaluating PR in the AI Era

Build your skills in planning and measurement by setting clear objectives and selecting the right metrics. Discover how to align PR campaigns with business goals, move beyond outdated AVEs, and use research as the foundation for effective campaign planning.

2-day course

| | | |
|----------------|---|------------------|
| Virtual | 19–20 Mar | 18–19 Nov |
| Price | Member: £595 + VAT / Non-member: £795 + VAT | |
| London | 23–24 Jun | |
| Price | Member: £595 + VAT / Non-member: £795 + VAT | |

1-day course

| | |
|------------------|---|
| Edinburgh | 22 Sep |
| Price | Member: £300 + VAT / Non-member: £475 + VAT |





INTERMEDIATE

PR Campaign Planning

Learn how to design and deliver a complete PR campaign, from defining clear objectives to measuring meaningful results. This course gives you a practical, step-by-step framework you can apply straight away.

1-day course

| | | |
|----------------|---|---------------|
| Virtual | 29 Jan | 05 Nov |
| Price | Member: £385 + VAT / Non-member: £550 + VAT | |
| London | 10 Mar | 28 May |
| Price | Member: £430 + VAT / Non-member: £595 + VAT | |

ADVANCED

Agile Project Management in PR

Apply Agile principles in PR, prioritise effectively, manage changing demands, and use practical tools to deliver high-impact, adaptive communication strategies.

2-day course

| | | |
|----------------|---|-----------------------|
| Virtual | 23 Jun & 7 Jul | 4 & 18 Nov |
| Price | Member: £595 + VAT / Non-member: £795 + VAT | |

ALL

Introduction to PR

Explore a range of communication tools and take part in practical exercises designed to strengthen your writing, planning and relationship-building skills, essential for thriving in early to mid-level PR roles.

2-day course

| | | | |
|----------------|---|------------------|------------------|
| Virtual | 11–12 Feb | 18–19 Jun | 21–22 Oct |
| Price | Member: £595 + VAT / Non-member: £795 + VAT | | |
| London | 30 Apr–1 May | 3–4 Dec | |
| Price | Member: £595 + VAT / Non-member: £795 + VAT | | |

ALL



Lead Generation

Learn essential strategies and techniques to attract, engage, and convert leads through practical lessons and real-world examples for effective campaigns and improved conversion rates.

Self-paced course

| | |
|------------------|-----------------------|
| On-demand | Full programme |
| Price | £175 + VAT |

ALL

Pitching for Business

Master pitching as a strategic skill to confidently present ideas, secure investment, and drive business growth in today's fast-paced commercial environment.

Self-paced course

| | |
|------------------|--|
| On-demand | 6 Modules |
| Price | Module: £37.50 + VAT / Programme: £200 + VAT |

ALL

Research in PR

Enhance your skills to conduct effective, ethical, and accountable research that drives informed strategies and builds stakeholder trust.

Self-paced course

| | |
|------------------|--|
| On-demand | 6 Modules |
| Price | Module: £37.50 + VAT / Programme: £200 + VAT |

Public Affairs



It was a fantastic session. I have learnt an immense amount and gained a better understanding of the policy and public affairs field.

Moena Omar
Practical Public Affairs

**INTERMEDIATE**

Disinformation, Misinformation & Malinformation

In today's post-truth era, learn how to cut through the noise of a fast-moving media landscape. You'll gain practical strategies to navigate misinformation and connect with your audience with clarity and impact.

1-day course

| | | | |
|----------------|---|---------------|---------------|
| Virtual | 10 Mar | 16 Jun | 03 Nov |
| Price | Member: £385 + VAT / Non-member: £550 + VAT | | |

INTERMEDIATE

Practical Public Affairs

Gain practical skills in lobbying and political communication, while building a clear understanding of public affairs and dispelling common myths.

1-day course

| | | | |
|----------------|---|---------------|---------------|
| Virtual | 29 Jan | 24 Mar | 18 Aug |
| Price | Member: £385 + VAT / Non-member: £550 + VAT | | |
| London | 15 Jun | 23 Oct | 25 Nov |
| Price | Member: £430 + VAT / Non-member: £595 + VAT | | |

INTERMEDIATE

Stakeholder Engagement

Understand the role of stakeholders and gain expert guidance on engagement strategies that drive organisational success.

1-day course

| | | | | |
|----------------|---|---------------|---------------|---------------|
| Virtual | 24 Feb | 26 May | 10 Sep | 19 Nov |
| Price | Member: £385 + VAT / Non-member: £550 + VAT | | | |
| London | 25 Mar | 02 Jul | | |
| Price | Member: £430 + VAT / Non-member: £595 + VAT | | | |





ALL

Ethics in PR

Understand ethical PR by exploring its principles, applying practical tools, and evaluating decisions to uphold integrity through this three-module on-demand learning programme.

Self-paced course

On-demand

Full programme

Price

Member: Free / Non-member: £75 + VAT

Free to CIPR members

ALL

Equity, Diversity and Inclusion

Learn about inclusive communication, recognise bias, address microaggressions, explore AI ethics, and foster allyship to promote diversity, equity, and inclusion in the workplace.

Self-paced course

On-demand

7 Modules

Price

Module: From £35 + VAT / Programme: £175 + VAT

Free to CIPR members

ALL

Public Affairs Essentials

Gain foundational lobbying and public affairs skills through this on-demand programme covering political engagement, stakeholder advocacy, APPGs, and ethics across the four Nations.

Self-paced course

On-demand

7 Modules

Price

Module: £37.50 + VAT / Programme: £250 + VAT

Book your course online
cipr.co.uk/training

Writing and Editorial



My communications will be much more planned, and more focussed on the audience I am writing for. The exercises and the way they were structured within each session was brilliant.

Kirstin Box, Coca-Cola Europacific Partners
Mastering the Art of Copywriting

**BEGINNER**

Introduction to Speechwriting

Learn to craft speeches that resonate with any audience. Explore proven techniques, sharpen your preparation skills, and build confidence for presentations, debates or TED-style talks.

1-day course

| | | |
|----------------|---|---------------|
| Virtual | 19 Mar | 12 Nov |
| Price | Member: £385 + VAT / Non-member: £550 + VAT | |

| | |
|---------------|---|
| London | 24 Jun |
| Price | Member: £430 + VAT / Non-member: £595 + VAT |

BEGINNER

Writing Skills for PR

Discover different writing styles and pick up practical techniques to shape news releases, features, blogs and everyday PR content with consideration given to the use of AI.

1-day course

| | | | | |
|----------------|---|---------------|---------------|---------------|
| Virtual | 03 Feb | 14 May | 01 Jul | 14 Oct |
| Price | Member: £385 + VAT / Non-member: £550 + VAT | | | |

| | | | |
|---------------|---|---------------|---------------|
| London | 17 Mar | 04 Sep | 01 Dec |
| Price | Member: £430 + VAT / Non-member: £595 + VAT | | |

INTERMEDIATE

Writing for Internal and External Media

Craft compelling stories and content from news to thought leadership that engage audiences across internal and external PR and comms channels.

1-day course

| | | |
|----------------|---|---------------|
| Virtual | 22 Apr | 01 Oct |
| Price | Member: £385 + VAT / Non-member: £550 + VAT | |

| | |
|---------------|---|
| London | 05 Aug |
| Price | Member: £430 + VAT / Non-member: £595 + VAT |





INTERMEDIATE

Writing for the Web and Beyond

Create compelling, high-quality content for websites, blogs, social media and digital platforms, with practical guidance on SEO and using AI prompts effectively.

1-day course

| | | | |
|----------------|---|---------------|---------------|
| Virtual | 12 Feb | 24 Sep | 02 Dec |
| Price | Member: £385 + VAT / Non-member: £550 + VAT | | |

| | |
|----------------|---|
| Glasgow | 23 Jun |
| Price | Member: £300 + VAT / Non-member: £475 + VAT |

ADVANCED

Mastering the Art of Copywriting

Develop persuasive writing skills to make your copy relevant, memorable and effective with consideration given to the use of AI.

2-day course

| | | |
|----------------|---|-----------------------|
| Virtual | 27 Jan & 17 Feb | 5 & 26 Aug |
| Price | Member: £595 + VAT / Non-member: £795 + VAT | |

| | | | |
|---------------|---|-----------------------|--|
| Hybrid | 9 & 30 Apr | 4 & 25 Nov | Day 1 is in London and Day 2 is virtual |
| Price | Member: £595 + VAT / Non-member: £795 + VAT | | |

ALL

Grammar and Proofreading Skills

Sharpen your writing by mastering essential grammar and punctuation, learning how to spot errors, and applying effective proofreading techniques.

1-day course

| | | |
|----------------|---|---------------|
| Virtual | 11 Mar | 24 Nov |
| Price | Member: £385 + VAT / Non-member: £550 + VAT | |

| | |
|---------------|---|
| London | 30 Jun |
| Price | Member: £430 + VAT / Non-member: £595 + VAT |





ALL

Professional Business Writing

Master the craft of professional writing, from shaping persuasive proposals to producing detailed reports and impactful thought-leadership content.

Self-paced course

| | |
|------------------|--|
| On-demand | 8 Modules |
| Price | Module: £37.50 + VAT / Programme: £275 + VAT |

ALL

Writing Better Press Releases

Learn to write powerful news releases that share your organisation's story clearly and strengthen its reputation.

1-day course

| | | | | |
|----------------|---|---------------|---------------|---------------|
| Virtual | 28 Jan | 03 Mar | 04 Aug | 16 Oct |
| Price | Member: £385 + VAT / Non-member: £550 + VAT | | | |
| London | 19 May | 16 Sep | 04 Dec | |
| Price | Member: £430 + VAT / Non-member: £595 + VAT | | | |

ALL

Writing for Impact & Creativity

Unlock your creativity and apply it to everyday writing. Learn techniques to beat writer's block and bring more structure and impact to your work.

1-day course

| | | | | |
|----------------|---|---------------|---------------|---------------|
| Virtual | 29 Jan | 03 Jun | 11 Sep | 19 Nov |
| Price | Member: £385 + VAT / Non-member: £550 + VAT | | | |
| London | 18 Mar | | | |
| Price | Member: £430 + VAT / Non-member: £595 + VAT | | | |



On-demand Training



Our on-demand training courses offer you the flexibility to fit formal learning into a demanding schedule – anytime, anywhere.

Hosted on our cutting-edge e-learning platform, these courses feature a mix of engaging text, audio, video and interactive activities. Work through bite-sized modules at your own pace and take part in fun quizzes to reinforce your learning.

We offer a growing number of on-demand courses on topics including crisis communication, ESG, public affairs, AI, and more.

Modules start from just £20. Choose to 'pay as you go' or invest in a full on-demand course package, with six months to complete your training.

CIPR members have access to a package of free on-demand courses worth over £400. Find more details in this brochure or on the [CIPR website](#).



The CIPR's on-demand training is the perfect addition to their training package. It gives you complete control over when and where you undertake the training and, as it's bite-sized, it feels completely manageable alongside everything else.

James Powell, Irwin Mitchell



In-house Training

Our in-house training allows you to upskill your entire team, strengthen collaboration, and solve real business challenges in a confidential space.

Types of in-house training


- ▶ **Bespoke training** – courses that are custom built for you using content that is relevant to your business or sector.
- ▶ **Tailored training** – open courses that are tailored to include company-specific case studies or activities.
- ▶ **Off-the-shelf training** - open courses that we can deliver at a time and location of your choice, offering cost savings and flexibility.



Contact our training team on **+44 (0)20 7631 6900** or get in touch by **email** to discuss your training needs and request a quotation.

Benefits of in-house training

- ▶ Our bespoke and tailored training courses are designed around your organisation's needs, challenges and goals – ensuring your course is relevant to all the team.
- ▶ Save time and money on travel and accommodation by training your team at your own premises.
- ▶ If your team are based in different locations or time zones, hold your training virtually at a time that works for you.
- ▶ Foster collaboration across departments as your team learns and grows together in a supportive environment.
- ▶ Our expert trainers consider the learning styles and preferences of your team to make sure every attendee can engage and benefit.
- ▶ We handle all the logistical details so you can focus on developing your people.



Chartered Institute of Public Relations

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