

On-demand training Developing PR experts around the world




ON-DEMAND TRAINING COURSES

CIPR

CHARTERED INSTITUTE
OF PUBLIC RELATIONS

CPD 



Welcome to CIPR on-demand training

Designed for busy communicators, our flexible on-demand courses give you the freedom to learn at your own pace – any time, anywhere.

Whether you're self-funding your training, running your own business, planning a return to work, or based outside of the UK, CIPR on-demand training offers affordable learning that fits around you.

Each on-demand course combines text, audio, video, and interactive content in bite-sized modules. Short quizzes keep these courses engaging and help you embed your learning as you go.

Choose the format that works for you

Register for a full course or start with a single module. And with six months' access to complete your training, you stay in full control of your development.

Start building your knowledge and confidence on your terms.

Six reasons to choose CIPR on-demand training

Learn any time, anywhere

- ▶ Access courses on your schedule, with six months to complete them at your own pace.

Designed for busy communicators

- ▶ Bite-sized modules fit easily into your schedule, wherever you are in the world.

Created by experts

- ▶ Courses are written and updated by experienced PR trainers with insights you can apply immediately.

Trusted worldwide

- ▶ PR professionals in 38 countries already use CIPR on-demand training to build their skills.

Affordable and flexible

- ▶ Modules start from just £20 + VAT, giving you high-quality learning that is easy on your budget and your time.

Boost your CPD

- ▶ Every course counts towards your Continuing Professional Development (CPD), keeping you current and credible.

// I absolutely loved this course. I have learnt so much, and I would highly recommend it to my colleagues. I look forward to enrolling in similar courses in the future. //

Jessie Dunn, Crisis Communication

Courses, modules and prices



On-demand courses

- ▶ Crisis Communication
- ▶ Cyber Security
- ▶ Employee Advocacy
- ▶ Equity, Diversity & Inclusion (EDI)
- ▶ ESG Communication
- ▶ Ethics in PR
- ▶ Lead Generation
- ▶ Mastering AI in Internal Communication
- ▶ Pitching to Win Business
- ▶ Public Affairs Essentials
- ▶ Research in PR




// I highly recommend giving it a go. I found the course practical and thought-provoking. It's a valuable resource to build your knowledge, explore new tools, and feel more confident about using AI in internal communication. //

Tehmina Boman-Behram, Mastering AI in Internal Communication



Crisis Communication




Gain a clear understanding of how issues develop into crises and learn how to plan, prepare, and respond effectively. Explore the stages of crisis communication, how to create a crisis plan, and how to manage reputation when it matters most.

-  8 Modules
-  30-40 minutes per module
-  £37.50 + VAT per module / £250 + VAT for the full course



Cyber Security

Learn how to protect your organisation and clients in today's complex cyber threat landscape. This course provides essential knowledge, practical advice, and real-world scenarios to help you understand and mitigate cyber risks.

-  5 Modules
-  30-40 minutes per module
-  £47.50 + VAT per module / £230 + VAT for the full course




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Employee Advocacy

Discover how to confidently advocate for your organisation in an authentic way. Learn how employee advocacy supports PR and business goals, and how to share experiences that build trust, visibility, and credibility.

 One full course

 90 minutes

 £175 + VAT

Equity, Diversity & Inclusion (EDI)

Develop the knowledge and confidence to champion EDI in your workplace and communications. Explore representation, inclusion, and practical strategies to design campaigns that reach and engage diverse audiences.

 6 modules

 45 mins + per module

 £20 + VAT per module for non-members




Free
to CIPR
Members








ESG Communication

Build a comprehensive understanding of environmental, social and governance (ESG) principles. Learn the history, frameworks and laws, discover successful campaigns, and gain practical steps to design and deliver effective ESG communication.

-  4 modules
-  45 mins + per module
-  £47.50 + VAT per module | £180 + VAT for the full course

Ethics in PR

Understand what it means to practice ethically in modern PR. Learn how to evaluate requests, strategies, and campaign outcomes to uphold professional integrity and build trust.

-  One full course
-  90 minutes per module
-  £49.99 + VAT

Free
to CIPR
Members






Lead Generation

Learn how to attract, engage, and convert potential clients through effective lead generation campaigns. This course covers practical strategies, tools, and real-world examples to help you boost results and optimise conversions.

 One full course

 90 minutes

 £175 + VAT

Mastering AI in Internal Communication

Explore how artificial intelligence can enhance internal communication. Learn how to apply AI tools to streamline workflows, improve engagement, and deliver more effective workplace communication.

 7 modules

 30-40 minutes per module




 £45 + VAT per module / £300 + VAT for the full course







Pitching to Win Business

Develop the skills to pitch with confidence and impact. Learn how to build compelling, strategic presentations that persuade clients, secure investment, and grow your business.

-  6 modules
-  30-40 minutes per module
-  £30 + VAT per module / £180 + VAT for the full course




Public Affairs Essentials

Gain the tools to navigate political engagement and advocacy with confidence. Cover the fundamentals of lobbying, APPGs, stakeholder management, and ethical considerations across the UK's four nations.




-  7 modules
-  30-40 minutes per module
-  £37.50 + VAT per module / £250 + VAT for the full course

Research in PR

Research is the backbone of effective public relations – without it, strategies risk missing the mark and messages can fall flat. In a world where audiences, platforms, and expectations are constantly shifting, this course is your guide to harnessing research as a powerful tool for insight, planning, and impact in PR practice.

-  6 modules
-  35-40 minutes per module
-  £37.50 + VAT per module / £200 + VAT for the full course

On-demand courses coming soon:

-  Communication & culture
-  Critical thinking and problem solving
-  Professional business writing
-  Personal branding



Visit cipr.co.uk/on-demand to find out more.



Get in touch

To find out more about on-demand training or to register multiple users for a course, please get in touch at training@cipr.co.uk or **+44 (0) 20 7631 6900**.

// 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

Chartered Institute of Public Relations

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