

Integrated PR and Media Intelligence for Influence and Insight

COURSE OVERVIEW

Integrated PR and Media Intelligence for Influence and Insight examines how organizations can combine strategic public relations with advanced media monitoring, analysis, and insight generation to shape narratives, influence audiences, and guide decision-making. Integrated PR aligns messaging, channels, and tactics to create consistent brand visibility, while media intelligence uses data from traditional and digital sources to assess impact, identify opportunities, and manage risks. The course provides participants with tools, analytics frameworks, and strategic approaches to design PR initiatives informed by real-time intelligence, ensuring campaigns are targeted, impactful, and adaptable.

WHO SHOULD ATTEND?

This program is designed for PR professionals, corporate communication managers, brand strategists, marketing leaders, and media relations specialists seeking to enhance their influence through insight-driven strategies. It is also valuable for analysts, reputation managers, and consultants looking to integrate media intelligence into PR planning and execution.

COURSE OUTCOMES

Delegates will gain the skills and knowledge to:

- Explain the synergy between integrated PR and media intelligence.
- Design PR strategies informed by media monitoring and analytics.
- Identify and leverage emerging trends for brand advantage.
- Assess media coverage to evaluate campaign performance.
- Use data insights to refine messaging and audience targeting.
- Apply tools for real-time sentiment and reputation tracking.
- Adapt PR tactics in response to shifting narratives.
- Draw on case studies to implement best practices in influence-driven PR.

KEY COURSE HIGHLIGHTS

At the end of the course, you will understand;

- The principles of integrated PR and media intelligence.
- Methods for combining messaging strategy with data insights.
- Tools for tracking and analyzing media coverage.
- Techniques for real-time reputation and sentiment monitoring.
- Approaches for identifying and acting on emerging opportunities.
- Evaluation frameworks for PR effectiveness.
- Strategies for maintaining influence in dynamic environments.
- Examples of brands using media intelligence to shape perception.

All our courses are dual-certificate courses. At the end of the training, the delegates will receive two certificates.

1. A GTC end-of-course certificate
2. Continuing Professional Development (CPD) Certificate of completion with earned credits awarded