

Public Relations Automation Tools Training Course

Professional Development Training Course Outline

Category	General Training	Duration	5 Days
Base Fee	\$1,500 USD	Delivery Mode	Online / On-site Hybrid

Course Introduction

The rapid evolution of digital communication, Artificial Intelligence (AI), data analytics, and automation technologies has transformed the Public Relations (PR) landscape. Organizations now require agile, technology-driven communication strategies that enable real-time media monitoring, automated content distribution, sentiment analysis, influencer engagement, crisis communication management, and stakeholder relationship management. Public Relations Automation Tools empower communication professionals to streamline workflows, improve media outreach effectiveness, enhance brand reputation management, and generate measurable communication outcomes through intelligent digital solutions.

Public Relations Automation Tools Training Course equips participants with practical skills in AI-powered PR platforms, media monitoring systems, social listening tools, automated content creation, predictive analytics, influencer management platforms, reputation monitoring software, and communication performance dashboards. Participants will gain hands-on experience using modern PR technologies to optimize media relations, increase audience engagement, strengthen crisis response capabilities, and support data-driven communication strategies in today's highly connected digital environment.

Programme Curriculum

Public Relations Automation Tools Training Course

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Course Objectives

Upon completion of this training, participants will be able to:

1. Understand modern PR Automation Ecosystems and digital communication trends.
2. Implement AI-Powered Public Relations Strategies for organizational growth.
3. Utilize Media Monitoring Automation Tools for real-time brand tracking.
4. Apply Social Listening Analytics to measure public sentiment and engagement.
5. Automate Press Release Distribution and media outreach campaigns.
6. Develop Data-Driven Communication Strategies using advanced analytics.
7. Leverage Influencer Relationship Management Platforms for brand visibility.
8. Deploy Reputation Management Automation Systems to protect organizational image.
9. Utilize Generative AI Content Creation Tools for communication campaigns.
10. Implement Crisis Communication Automation Frameworks for rapid response.
11. Build Integrated Digital PR Dashboards for performance monitoring.
12. Measure Communication ROI and KPI Analytics using automated reporting tools.
13. Design scalable Omnichannel Public Relations Campaigns using emerging technologies.

Target Audience

1. Public Relations Managers and Officers
2. Corporate Communication Professionals
3. Marketing and Brand Managers
4. Digital Media and Content Specialists
5. Government Communication Officers
6. NGO Communication and Advocacy Teams
7. Media Relations Executives
8. Social Media and Reputation Management Professionals

Course Modules

Module 1: Fundamentals of Public Relations Automation

- Evolution of digital public relations
- Introduction to PR automation technologies
- AI and machine learning in communications
- Communication workflow automation
- Future trends in PR technology

- **Case Study:** Digital transformation of corporate communication through automated media engagement platforms.

Module 2: Media Monitoring and Intelligence Tools

- Automated media tracking systems
- Real-time news monitoring
- Competitor communication analysis
- Media intelligence dashboards
- Automated reporting and alerts
- **Case Study:** Using media monitoring tools to track brand visibility and market perception.

Module 3: Social Listening and Sentiment Analysis

- Social media monitoring platforms
- Audience sentiment measurement
- Trend identification and forecasting
- Brand conversation analysis
- Stakeholder engagement tracking
- **Case Study:** Analyzing public sentiment during a major product launch using AI-driven social listening tools.

Module 4: Automated Content Creation and Distribution

- AI-powered content generation
- Automated press release development
- Multi-channel content publishing
- Content personalization strategies
- Editorial workflow automation
- **Case Study:** Implementing AI-assisted content creation to improve media outreach efficiency.

Module 5: Influencer and Stakeholder Relationship Management

- Influencer discovery platforms
- Stakeholder database automation
- Relationship management systems
- Influencer campaign tracking
- Partnership performance analytics
- **Case Study:** Building successful influencer engagement campaigns through automation technologies.

Module 6: Reputation Management and Crisis Communication

- Online reputation monitoring
- Crisis detection systems
- Automated alert mechanisms
- Response workflow management
- Brand risk assessment tools
- **Case Study:** Managing a reputational crisis using real-time monitoring and automated response systems.

Module 7: Analytics, Measurement, and Reporting

- Communication KPI frameworks
- Automated performance dashboards
- ROI measurement techniques
- Predictive communication analytics
- Executive reporting automation
- **Case Study:** Measuring communication effectiveness through advanced analytics and business intelligence tools.

Module 8: Emerging Technologies in Public Relations

- Generative AI applications in PR
- Predictive communication technologies
- Chatbots and virtual assistants
- Integrated PR technology stacks
- Future-ready communication strategies
- **Case Study:** Implementing next-generation AI communication tools to enhance stakeholder engagement.

Training Methodology

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call +254769199797

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

- a. The participant must be conversant with English.
- b. Upon completion of training the participant will be issued with an Authorized Training Certificate
- c. Course duration is flexible and the contents can be modified to fit any number of days.
- d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

- e. One-year post-training support Consultation and Coaching provided after the course.
- f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
07 Sep 2026	11 Sep 2026	Online	\$1,000
07 Sep 2026	11 Sep 2026	Physical	\$1,500
14 Sep 2026	18 Sep 2026	Online	\$1,000
14 Sep 2026	18 Sep 2026	Physical	\$1,500
21 Sep 2026	25 Sep 2026	Online	\$1,000
21 Sep 2026	25 Sep 2026	Physical	\$1,500
28 Sep 2026	02 Oct 2026	Online	\$1,000
28 Sep 2026	02 Oct 2026	Physical	\$1,500

Ready to enroll or request a customized program? Book online or contact us:

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Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com