



Training  
Academy

**PR TRAINING ACADEMY  
FOR YOUR BUSINESS**

JUST IN TIME. JUST ENOUGH. JUST FOR YOU.



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# INTRODUCTION

Your business operates in a competitive environment. Your staff are highly-skilled, motivated, and customer-focused. We know that:

- 85% of employees plan to study this year.
- 64% have a preference for online learning.
- 40% want access to a professional suite of courses.

Your staff need to upskill and stay abreast of the ever-changing world of social media and communications to keep your business ahead of the game. However, training is expensive and takes time away from the business. What solution is there to address all of these concerns?

**Offer your staff access to online, bite-sized training, made by professionals, for professionals. Using video, audio, and text our courses are designed to be quick online PR courses that allow your employees to study on the go.**



# OUR COURSES



Our courses have a variety of benefits including:

- Helpline with our dedicated staff
- Professional feedback on uploaded assignments
- Downloadable PDF's of text content

We offer a range of courses covering communications topics. Your staff have immediate access to all of our courses. 6 new courses will be added every 3 months. You are guaranteed 24 new courses a year. You staff will always be on top of emerging trends.

# TESTIMONIAL

**"Yes, I would recommend these courses. I found they made me think from the sponsor's point of view in terms of their Return on Investment(ROI), not just my own."**

- Mary Foley O'Hanlon, World Trade Centre, Dublin.

**"As an event organiser it gave me a better understanding of what exhibitors are looking for and how to improve our event overall to maximise their returns."**

- Naomi Butler, KSi Faulkner Orr.

# ABOUT

The PR Training Academy is built on years of professional and academic experience in the communications industry. Our courses reflect industry change and trends and are delivered from the perspective of a PR Professional.

Our founder, Ellen Gunning, has been working in the PR industry for the past 25 years, and is author of the core text "Public Relations: A Practical Approach" (Macmillan Higher Education UK, 3rd edition, October 2018), which is studied by third level students internationally.

Our courses reflect the needs of agencies, consultants, educators, and freelancers. They are on-message, available 24/7 and written for PR professionals.

To learn more about Ellen Gunning visit:  
<https://www.linkedin.com/in/ellengunningpr/>



**TALK TO ONE OF OUR DEDICATED STAFF MEMBERS TODAY TO LEARN MORE ABOUT OUR NEW ONLINE COURSES AND HOW THEY CAN HELP YOUR TEAM ACHIEVE YOUR GOALS!**

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