



## THE PR TRAINING ACADEMY

### CORPORATE TRAINING SOLUTIONS

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COMMUNICATIONS IS A FAST-MOVING INDUSTRY WHICH IS CONSTANTLY EVOLVING AND CHANGING.

YOUR TEAM MEMBERS NEED TO STAY UPDATED WITH THE LATEST PRACTICE AND SKILLS.

TRAINING AND UPSKILLING NOT ONLY KEEP YOUR COMPANY COMPETITIVE, BUT ALSO MAKES YOUR TEAM FEEL VALUED AND CONNECTED.

TRAINING PACKAGES CAN BE DESIGNED TO MEET THE EXACT NEEDS OF THE BUSINESS.

THEY CAN BE DELIVERED IN PERSON OR BY WEBINAR AT THE CLIENT'S CONVENIENCE

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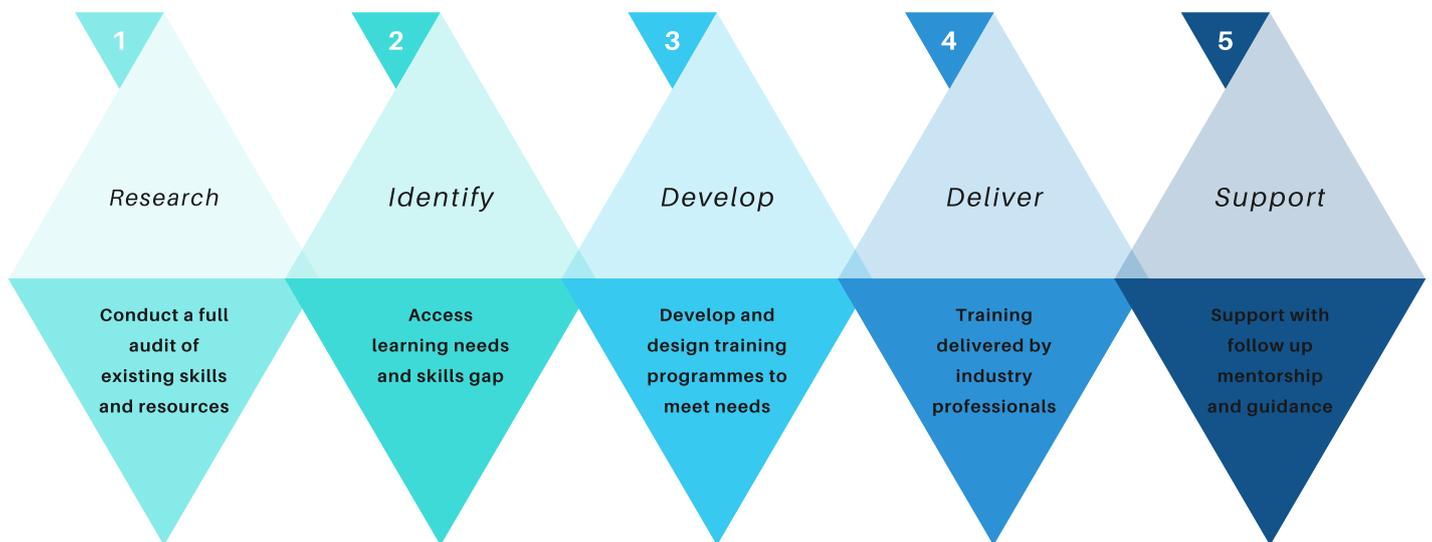
Contact [Colette@prtrainingonline.com](mailto:Colette@prtrainingonline.com) for further information.  
Website - [www.prtrainingonline.com](http://www.prtrainingonline.com)

# What We Do

When it comes to training for organisations there is no “one size fits all” solution. The PR Training Academy has extensive experience in designing bespoke programmes to meet the specific needs of each client. We will consult with you to understand the gaps in your skill set and deliver a programme that meets your particular training objectives. We can conduct a full audit of your current resources and your online presence to ensure your team are equipped with the knowledge and skills they need to succeed.

Our training programmes are developed to meet the needs of each group. Training is delivered by industry professionals who provide follow up support and guidance.

## How We Work



The PR Training Academy is built on years of professional and academic experience in the Communications Industry. Our training reflects industry change and trends and is delivered from the perspective of a PR/marketing 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.



# Training

Our training expertise ranges across PR, Communications, Marketing and Digital Marketing.

**Crisis  
Communications**

**Proactive  
Media Relations**

**Media  
Interview Skills**

**Digital  
Marketing Strategies**

**Content Creation  
skills**

**Social Media  
Training**

**Public Relations  
Training**

**Internal  
Communications  
Training**

# What Our Clients Say

MARION JAMMET, BUSINESS DEVELOPMENT MANAGER, IRISH GREEN BUILDING COUNCIL

“Ellen recently delivered a half day media training course for the Irish Green Building Council. The course was highly practical and tailor-made for the needs of our organisation. Ellen’s insightful knowledge of the industry and enthusiasm were greatly appreciated by our team. We left the training course feeling energised and more confident about delivering our message.”

GRAINNE DENNING, SENIOR ENTERPRISE OFFICER, LOCAL ENTERPRISE OFFICE DUBLIN CITY

Dublin City provides training, mentoring and grant supports to entrepreneurs. Social media platforms enable us to reach entrepreneurs in an increasingly efficient way. The training delivered was jammed packed full of practical tips that our team can use immediately, at low cost, to enhance our brand and service to clients. We covered so much and came away energised and with a clear action plan from the day.

STEPHEN CASSIDY, GOAL FOR PEACE CO-ORDINATOR, LEITRIM COUNTY COUNCIL

“I was just saying to Nollaig how impressed everyone was with your presentations and work. So a massive thank you from me as it’s a brilliant reflection on the project to have you associated with it.”

## Trainers to:



Proud Partners in training with Irish Academy Training

Contact [Colette@prtrainingonline.com](mailto:Colette@prtrainingonline.com) for further information.

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