

LSPR

London School
of Public Relations

Training brochure 2024

CPD ACCREDITED COURSES



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About LSPR

Established in 1992

Courses across 6 categories



LSPR is an established leading training consultancy in the UK and globally.

Be part of our story

We look forward to sharing our knowledge, insight, and passion for enhancing communications and the reputation of your brand.

LSPR has pioneered the use of hybrid training

Blending practical elements of consultancy, with coaching. This form of training creates a dynamic environment, in which assumptions are challenged, ideas encouraged, and client-focused solutions emerge.

Our CPD accredited programs are dynamic, interactive and practical, helping you to seek solutions and accelerate professional development.



www.lspr-education.com

Click for Info



Click for Info

About LSPR

Professional Development

- Industry know-how, with a wide network of experts
- Flexible approach: in-person, remote, tailored and in-house options
- Building relationships with training and HR managers and departmental heads
- Client-focused, to help facilitate professional development
- Practical consultancy and coaching techniques

Experience

- 30+ years of delivering PR, communications, management, leadership, crisis, digital and media training
- Central London location, with a global reach
- Our trainers are industry experts with specific skill sets to match your requirements
- Global presence with a network of clients across industries

Quality Assurance

- Up-to-date and practical content
- Pre-training assessments and feedback, to understand individual requirements
- LSPR programs are certified by the Continuous Professional Development (CPD) accreditation
- Delegates are awarded with CPD and LSPR certification

Public Relations and Communications courses



Gain a thorough understanding of the latest trends in PR, branding, and communications with our range of practical, industry-focused courses.

A choice of 1, 2 or 5 day CPD accredited certificates and Diplomas.

[For more information click here for our website](#)



The Fundamentals of Public Relations

PR01

Learn how to develop robust strategies that enhance the reputation of your brand and corporate image.

Gain an understanding of how maintaining a positive reputation is fundamental to managing a successful brand.

Topics covered:

- Building a robust reputation and managing your brand
- Creating PR strategies and impactful campaigns
- Managing Risk and Crisis
- Enhancing stakeholder engagement
- Developing and implementing CSR, ESG and Sustainability strategies
- Effectively handle media relations and press campaigns

Who is it for?

The course is suitable for anyone who needs to learn about the overall strategic roles and functions of public relations, and the value it can add to your brand. Perfect for, but not limited to PR professionals, communications managers, and team leaders.

[Click here to book directly](#)



5 days



10:30 am
-3:30 pm



DIPLOMA



£2,980

This course includes
PR02 course
PR03 course
PR05 course
RC02 course
PR12 course

Public Relations and Communications courses:

07

Branding and Reputation Management

PR02

The course will help you understand the approaches to building trust, reputation, and loyalty for your brand. It will guide you with creating successful, engaging, and effective communication strategies.

Learn how successful brands have been exposed to change and how they have adapted with robust, yet flexible strategies that have helped shape the brand's positioning.

Topics covered:

- Establishing your PR goals and objectives
- Creating successful internal communications strategies, to gain maximum engagement
- Identifying your external audiences, and establishing engagement
- Using S.M.A.R.T objectives to achieve your PR goals
- Planning your budgeting, in terms of human and other resources, for the best outcomes
- Evaluating and measuring the success of your PR campaigns

Who is it for?

The course is for anyone working in PR and communications and is looking to establish a structured approach to their PR planning activities.

Click here to book directly



1
day



10:30 am
-3:30 pm



CERTIFICATE



£680

This course
is included
in

PR01 course
PR10 course
PR11 course

PR Strategies and campaigns

PR03

Gain a practical understanding of how to successfully plan your PR campaigns and explore the approaches of planning a PR strategy.



1 day

Topics covered:

- Establishing the objectives of your PR campaigns - toolkit: SMART goals
- Creating successful internal communications strategies, to gain your team's engagement and utilise their skills
- Identifying your external audiences, and enhancing engagement
- Planning your budgeting, by allocating resources, for the best outcomes
- Techniques to enable your campaign to deliver a good R.O.I



10:30 am
-3:30 pm



CERTIFICATE



£680

Who is it for?

The course is suitable for anyone who wants to bring some structure and planning to their PR activities in a practical and engaging atmosphere.

This course is included in

Click here to book directly



PR01 course
PR10 course
PR11 course

Personal branding

PR04

The brand you build around yourself is perhaps the single most important way you can stand out in your spheres of influence.

Explore the power of body language, voice, tone, pitch and charisma to take control and optimise your brand presence and future opportunities.

Topics Covered

- Understanding the impact of influence and impression management
- Harnessing empathy, leadership, and reputation management
- Linking with executive presence and leadership
- Understanding the psychology behind influence
- Creating an individual, impactful brand
- Building your confidence and credibility
- Utilising effective body language for different occasions

Who is it for?

If you are looking to make an impact within your organisation, or whilst building up your business, then this course will support you by exploring personal brand strategy, and practical guidelines to ensure you create positive impressions and impact.

Click here to book directly



1
day



10:30 am
-3:30 pm



CERTIFICATE



£680

This course
is included
in

ML02 course
ML03 course

CSR and Sustainability

PR05

Gain an understanding of how CSR impacts business operations to maximise organisational benefits, reduce costs and risks to society, whilst keeping focused on maintaining the brand value and reputation.

Explore how to develop a CSR and ESG culture, alongside socially responsible strategies, to enhance stakeholder engagement.

Topics Covered

- Exploring current social and environmental perspectives of CSR and ESG
- Learning how CSR helps build brand equity, improves reputation, and enhances trust and values
- Discussing the integrity of CSR for Internal/External communications and stakeholders
- Utilising strategies and methods to communicate CSR ideas and programmes
- Case studies: examples of good vs bad practice

Who is it for?

The course is suitable for individuals who want to further their knowledge and understanding of Corporate Social Responsibility. It will benefit those who work for a wide range of sectors, in non-profit, governmental, or private industries.

Click here to book directly



1
day



10:30 am
-3:30 pm



CERTIFICATE



£680

This course
is included
in

PR01 course

Presenting and Pitching Skills

PR06

Learn effective presentation techniques and how to confidently apply them.

Whether you are pitching to clients, summarising performance, reporting to stakeholders, or explaining your vision, this course will provide the key skills needed to present with confidence.

Topics Covered

- **Creating a strong and positive first impression**
- **Understanding and using body language to create impact, style and influence**
- **Using your voice to create impact and emphasis**
- **Understanding your audience, building trust and rapport**
- **Listening and applying emotional intelligence**
- **Staying on topic**
- **Anticipating questions and preparing answers**

Who is it for?

If you are looking to see real results in improving your communication skills, and abilities to deliver in a confident, professional and engaging way, this course will help you build your skills. The training aims to give you measurable gains in communication, personal growth and your professional corporate image.

Click here to book directly



1
day



10:30 am
-3:30 pm



CERTIFICATE



£680

This course
is included
in

PR08 course
PR10 course
MR01 course
ML03 course

Public Relations and Communications courses:

Communications and Media Relations

PR07

The course is designed to train you on how to confidently engage with the media, produce content and plan your media campaigns to further your presence in the industry and to amplify your career.

Topics Covered

- **Understanding the media landscape and how you can operate within it**
- **Building your contacts and relationships with the press**
- **Improving your communication skills**
- **Producing stories and content that resonates with the media and target audiences**
- **Creating a strong PR angle and delivering clear, positive messages via the press**
- **Harnessing the power of influencers for your clients**

Who is it for?

The course is suitable for anyone looking at improving their reach and engagement with clients, as a consultant in communications and media relations. If you are looking for practical input and ideas to prepare you for the road ahead, then this is the right course for you.

Click here to book directly



12



1
day



10:30 am
-3:30 pm



CERTIFICATE



£680

This course
is included
in

MR01 course

Public Relations and Communications courses:

Presenting Skills for Leaders

PR08

Explore what elements and conditions are required to deliver high-impact presentations as a leader.

Good presentations make employees enthusiastic about their organisation. Powerful presenters motivate and inspire teams and audiences. If a leader cannot communicate in a compelling way, then there is a risk of that organisation failing.

Topics Covered

- **Developing your presentation skills and building your confidence**
- **Developing your individual style and charisma**
- **Understanding your audience, building trust and rapport with your audience**
- **Improvement of communication and story-telling skills**
- **Harnessing your leadership strategies for creating positive impact and influence**

Who is it for?

The course is designed for senior managers and those in leadership or executive roles, who need to present ideas to a variety of clients and audiences.

[Click here to book directly](#)



13



2
days



10:30 am
-3:30 pm



ADVANCED
CERTIFICATE



£1,380

This course
is included
in

PR06 course
PR14 course

Leadership in Public Relations

PR09

Learn the essential skills required to excel as a leader in public relations.

Gain a full understanding of how reputation is the primary strategic route to success for businesses in the digital age. Understand how you, as a leader, can build trust within your brand and develop a strong reputation and image.

Topics Covered

- Exploring your leadership style and behaviour towards a dynamic context
- Inspire your team members towards collective achievement of goals
- Improving your listening skills and tackling performance problems effectively
- Enhance your communication skills and systems
- Build a high performing team that understands team culture and cohesiveness

Who is it for?

This course is for team leaders, senior management and PR executives, looking to improve their management style, confidence, performance and leadership skills.

Click here to book directly



2 days



10:30 am
-3:30 pm



ADVANCED
CERTIFICATE



£1,380

This course
is included
in

ML10 course
ML08 course

Public Relations and Communications courses:

Branding and Media Skills for PR Professionals

PR10

Discover how to make informed decisions for your branding strategies, create communication campaigns and how to confidently pitch these ideas to stakeholders.

The course provides useful frameworks needed to manage strong brands, create a cohesive corporate identity, and create strategic media communications plans.

Topics Covered

- **Creating effective strategies in branding and reputation management**
- **Developing your public relation strategies and campaigns**
- **Enhancing your presenting and pitching skills**
- **Exploring and utilising analytical tools for PR professionals**
- **Understanding different media relations and writing compelling press releases**
- **Building your network with journalists**

Who is it for?

The course is recommended for PR professionals and agency professionals who need to develop or manage complex and multi-faceted PR strategies.

Click here to book directly



15



5
days



10:30 am
-3:30 pm



DIPLOMA



£2,980

This course
includes
PR02 course
PR03 course
PR06 course
PR13 course
PR12 course

PR Marketing and Communications

PR11

Develop a practical understanding of digital marketing, market research, innovation, customer analysis & brand management to create a seamless digital presence, whilst ensuring consistency of messaging with offline channels.

You will acquire the latest knowledge on digital and social media marketing, brand management, creating a narrative, and the power of influencers.

Topics Covered

- Understand the trends and developments in the communications and PR industry
- Build a robust reputation through trust and transparency into the brand
- Manage a successful brand
- Create PR strategies and impactful campaigns
- Manage risk and crisis
- Enhance stakeholder engagement
- Develop and implement CSR and sustainability strategies
- Effectively handle Media relations and press campaigns

Who is it for?

The course is suitable for marketing managers and senior management, IT managers, graduates, small business owners, career changers or anybody who needs to create and apply a digital marketing strategy for their organisation.

Click here to book directly



5 days



10:30 am
-3:30 pm



DIPLOMA



£2,980

This course includes

PR02 course
PR03 course

Public Relations and Communications courses:

17

Media Relations and Press Release Writing

PR12

Learn how to confidently engage with the media, plan your media campaign and write press releases that stand out.

Improve your media writing skills and be confident in what you deliver to press contacts and outlets, by learning how to design press releases that are on target for your media campaigns.

Topics Covered

- **Understand the different types of media and build your contacts with journalists**
- **Write effective press releases, with a focus on structure, tone and balance**
- **Develop a successful media strategy**
- **Frame your branding messages within your media communications**

Who is it for?

The course is designed for those PR and communications professionals with existing knowledge and experience in some elements of media and press campaigns.

The training is pitched at a level to help you develop your strategic approaches to media campaigns and is suitable for anyone looking for a well-rounded approach to media relations.

Click here to book directly



1
day



10:30 am
-3:30 pm



CERTIFICATE



£680

This course
is included
in

PR01 course
PR10 course
MR01 course
WC01 course

Public Relations and Communications courses:

18

Analytical Tools for PR Professionals

PR13

Discover the analytical business tools used to facilitate planning and forecasting.

Gain insights on how to apply specific measurement tools to help you gather factual information to base your business decisions on.



1
day



10:30 am
-3:30 pm



CERTIFICATE



£680

Topics Covered

- **Understanding financial analytics tools**
- **Maximise the value in gaining brand equity and competitor advantage**
- **Apply key financial tools that can be used in the prevailing market**
- **Understand how to use strategic analysis tools to help the process of decision making and in setting the right goals and objectives**

Who is it for?

The course is suitable for PR professionals who wish to improve analytical skills and use measurable tools for strategic advantage. It will help you have more control over the choice of PR campaigns and gain robust information to base decisions on.

Click here to book directly



This course
is included
in
PR04 course

Communications and Story-telling

PR14

This practical and interactive communications course is designed to address both internal and external audiences. You will learn the key elements to conveying an inspiring message in an impactful, clear manner to create audience engagement. Throughout the course there will be opportunities to practice storytelling and to learn from role model examples.

Topics Covered

- **Choosing the right story and applying effective storytelling skills**
- **Establishing the key elements of storytelling**
- **Creating narrative patterns**
- **Enhancing your speaking techniques**
- **Reaching and engaging an audience**
- **Achieving your communications objectives**

Who is it for?

For those interested in developing skills in the art of delivering a business narrative that is attention-getting and memorable in order to effectively inspire and influence others.

Click here to book directly



1
day



10:30 am
-3:30 pm



CERTIFICATE



£680

This course
is included
in

WC01 course
MR01 course
PR08 course

Public Relations and Communications courses: Utilising Artificial Intelligence in PR and Communications

PR15

This intensive 1-day Utilising AI in PR and Communications course equips communications professionals with the mindset, skills and roadmap needed to effectively leverage AI tools and techniques within your organisations. It starts by building a strategic understanding of the AI landscape and options for communicators. Through hands-on sessions, participants directly experience popular AI writing assistants, analytics and more using real examples.

Topics Covered

- Current real-world examples of AI in PR and communications.
- Developing an overall AI strategy for comms functions.
- Hands-on use of tools like automated copywriting and image generation.
- Enhancing your speaking techniques
- Methodologies for phasing in AI transformations.
- Processes for measuring ROI of AI and ideal human + machine combos.

Who is it for?

The course is suitable for those interested in leveraging AI for faster market research, improved audience targeting, automated content creation, predictive analytics, and increased message resonance.

Click here to book directly



20



1
day



10:30 am
-3:30 pm



CERTIFICATE



£980

Risk and Crisis Management courses



Identify and manage issues, anticipate risk and plan for a crisis in order to protect your reputation.

Our courses place emphasis on understanding vulnerability, threat analysis, media handling and establishing crisis plans.

[For more information click here for our website](#)



Fundamentals of Risk Management and Crisis Communications

RC01

Learn to prepare for a crisis, develop a crisis plan and assemble a crisis team. Improve your understanding of risk management and understand how to prepare a risk assessment of your organisation by correctly assessing and quantifying threat.



5 days



10:30 am
-3:30 pm



DIPLOMA



£2,980

This course includes
RC03 course
ML08 course
RC05 course
RC02 course
RC04 course

Topics Covered

- **Managing your crisis communications**
- **Planning for event security**
- **Enhancing internal communications and engagement**
- **Understanding risk and crisis management**
- **Preparing for media handling during a crisis**

Who is it for?

The course is essential for those managing the reputations of an organisation or brand to avoid a crisis spreading at rapid speed.

It is suitable for anyone in communications who needs to put robust crisis plans in place to protect reputation.

Click here to book directly



Risk and Crisis Management

RC02

The training covers how to develop and deliver holding statements, handle impromptu interviews, organise effective press conferences and deal with media requests. It also helps you develop the skills and confidence to deal with major crisis interviews.

Topics Covered

- Understanding the different types of risk and the benefits of risk management
- Exploring risk and issues assessment techniques to minimise exposure
- Creating a crisis communications plan
- Assembling your crisis team
- Utilising internal communications and leadership during a crisis
- Implementing reputation management and social monitoring during a crisis

Who is it for?

This is suitable for mid-level spokespersons who may need to speak with the media over the phone, or do pre-recorded, or live radio and TV interviews.

It equips you with the practical tools to handle difficult questions, stay on message and prepare your communications with the media during crisis situations.

[Click here to book directly](#)



1 day



10:30 am
-3:30 pm



CERTIFICATE



£680

This course is included in

PR01 course
RC01 course

Crisis Communications

RC03

It is inevitable that at some stage your organisation will encounter risk and crisis situations.

Ensure your communication function is primed to respond rapidly and effectively in a crisis to manage your business' most valuable asset: its reputation.

Topics Covered

- **Understanding different types of risk and exploring the benefits of early risk management and intervention in avoiding a crisis**
- **Preparing a crisis communications plan and manual**
- **Integrating your internal communications strategies to your crisis planning**
- **Preparing robust media messages and understanding how to manage your communications with the media during a crisis**

Who is it for?

The course is for anyone involved in preparing crisis messaging and communication plans in readiness for risk and crisis situations.

The training is essential for anyone involved in managing risk, in internal and external communications and in protecting the reputation of brands.

Click here to book directly



1 day



10:30 am
-3:30 pm



CERTIFICATE



£680

This course is included in

RC01 course
MR01 course

Crisis Media Handling

RC04

When a crisis strikes, the way that you communicate with the media is often critical to emerging with an intact reputation. It is critical that you, and your crisis communications team are confident in handling media interview techniques and remain compassionate, authoritative, and in control.

Topics Covered

- Handling media interview during a crisis using best practice using role play and feedback
- Preparing crisis messages and being proactive and not reactive
- Giving interviews under pressure and dealing with difficult and tricky questions
- Communicating in a rapidly developing situation before the full facts are known
- Effectively using body language, and tone of voice

Who is it for?

The course is suitable for those working in PR and communications or looking to enter the industry, by giving you the essential practical tools for handling media relations and crisis communications.

Click here to book directly



1 day



10:30 am
-3:30 pm



CERTIFICATE



£680

This course is included in RC01 course

Event Security

RC05

Events are impacted by poor planning, severe weather, security threats, and other unforeseen circumstances. Investigations discovered that not only were the events foreseeable and predictable, but may have happened before. The training will help you manage events and be proactive in anticipating issues and managing risk.

Topics Covered

- Planning for events on an operation and strategic levels
- Applying the principles of risk management to event planning
- Assessing the event risks for security threats for public safety and crowd management techniques
- Understanding how to co-ordinate the roles and responsibilities of organisers, suppliers, and emergency agencies
- Evaluating contingency planning - creating a contingency plan to mitigate risk

Who is it for?

The course is suitable for risk professionals who wish to learn and gain awareness of the fundamentals of managing cyber security risks and for those wanting to pursue a career in this booming field.

Click here to book directly



1
day



10:30 am
-3:30 pm



CERTIFICATE



£680

This course
is included
in
RC01 course

Managing Conflict and Collaboration

RC06

It is important to have the tools to predict likely future issues within your team and to proactively manage stress and conflict when it does arise. We will help you learn how to handle conflict and how to promote collaboration internally and externally. Attendees will learn pre-emptive tools that will prevent conflict from arising, with special consideration on team stress management.

Topics Covered

- Defusing and resolving existing conflict and to identify stress triggers
- Empowering staff to deal with conflict issues and manage stress
- Recognising your role and responsibility in conflict situations
- Acting as an effective mediator in conflict situations and encouraging collaboration

Who is it for?

Aimed at individuals working within teams, managers, and team leaders, the conflict management course provides the skills, knowledge, and confidence to effectively solve conflict in the workplace, in a clear and constructive way to resolve issues and encourage a collaborative culture.

Click here to book directly



1
day



10:30 am
-3:30 pm



CERTIFICATE



£680

This course
is included
in

ML01 course
ML02 course
ML03 course

Media and Press Relations Course



Insights into the latest trends in press relations, media planning, press release writing and storytelling with our range of practical industry-focused courses.

[For more information click here for our website](#)



Media and Press Relations Courses:

Fundamentals of Media Strategy and Communications

MR01

Discover how to make informed decisions for your branding and media strategies, create communication campaigns, and pitch these ideas to stakeholders. You will explore how to evaluate the impact of the media and communications strategies.

Topics Covered

- Understanding the media landscape and how you can operate within it
- Enhancing your communications skills
- Identifying your organisation's story and narrative and producing content that resonates with both the media and your target audiences
- Understanding why we love stories and what makes a great story
- Creating a strong PR angle and delivering clear, positive messages via the press

Who is it for?

The course is suitable for anyone working in marketing, PR, and communications and is involved in the process of making informed decisions for your branding strategies, whilst also developing a better presentation skill-set.

Click here to book directly



28



5 days



10:30 am
-3:30 pm



DIPLOMA



£2,980

This course includes

RC03 course
PR03 course
PR06 course
PR14 course
PR12 course

Writing and Editing Courses



LSPR's range of practical, hands-on writing and editing courses, will bring you up-to-date with your communications skills.

Learn the core skills required to achieve written communications of an excellent standard.

[For more information click here for our website](#)



Business Communications Skills

WC01

You will learn how to adapt your writing to specific purposes (persuade, entertain, inform, explain and describe), whilst also improving the clarity and conciseness of your writing. You will also explore how to write compelling blogs and the power of storytelling.



5 days



10:30 am
-3:30 pm



DIPLOMA



£2,980

Topics Covered

- **Enhancing your business writing across multiple platforms**
- **The benefits of blogs to your brand as a powerful marketing tool**
- **The elements of copy writing and house style**
- **Applying effective storytelling skills and reaching your communication objectives**
- **Developing an effective media strategy and writing press releases**

Who is it for?

This Business Communications course is suitable for anyone interested in improving their overall communications skills in a workplace context.

This could range from graduates to C-level executives.

[Click here to book directly](#)



This course includes

WC02 course
WC06 course
WC09 course
PR14 course
PR12 course

Business Writing

WC02

Our experts will train you to succinctly and consistently portray your message to key audiences whilst improving clarity and accuracy in your writing.

Explore tone and style of communications and how to relay key messages for your brand's position in the marketplace. Our leading professional trainers will help you develop your ability to deliver and adapt the key message to target audiences.

Topics Covered

- **Establishing your ability to write well**
- **Adapting your style to various types of business documents, in simple and concise English**
- **Communicating to your internal and external audiences**
- **Checking grammar and copy editing for the final checks**

Who is it for?

This course is for you if you are looking to improve your online communications, write better proposals and brush up on your professional writing style.

Click here to book directly



1
day



10:30 am
-3:30 pm



CERTIFICATE



£490

This course
is included
in

WC01 course

Writing for the Web

WC03

Learn how to write with SEO in mind, understand user behaviour and begin to think of text as visual. Cover best practices for titles and subheadings, blogging and editorial planning. Learn tips to keep your writing interesting and with content that engages your audience.



1 day

Topics Covered

- Introduction to writing for the Web
- Targeting online audiences
- Understanding content structure
- Copy editing and proof reading
- Developing your SEO skills and adapting with house styles
- The final proof of the online copy



10:30 am
-3:30 pm



CERTIFICATE

Who is it for?

This course is for you if you are looking to improve your online writing skills and style. Whether that is through making your writing more exciting, or improving the clarity and persuasiveness of your content.



£490

Click here to book directly



Copywriting for SEO

WC04

This course is designed to help you learn how to write great content that boosts website visitors and that consistently shows up at the top of search results pages.

You will gain a fundamental understanding of Search Engine Optimisation before delving into how to write SEO friendly copy.

Topics Covered

- Introduction to SEO and writing
- Finding the right line - SEO friendly vs spam
- The importance of keywords, content and structure
- The professional way to copy-edit text

Who is it for?

Whether you are a marketing specialist, an aspiring community manager, or a small business owner, this course is perfect for giving you practical knowledge and valuable insights into basics of SEO.

The course will benefit you whether your role is entry-level, evolving, or a more senior role is opening to you.

Click here to book directly



1
day



10:30 am
-3:30 pm



CERTIFICATE



£680

Blogging

WC05

The course focuses on the vital skills for your blog to be a success, both in developing the content and maximising the marketing opportunities that blogging brings to your brand. Our expert trainers will help you develop your ability to write clearly, confidently, and consistently to gain brand reach and create shareable content.

Topics Covered

- The benefits of blogs to your brand as a powerful marketing tool
- Defining your target audience and your company's blogging goals
- How to write a successful blog
- The importance of connecting with your audience
- Blogging in digital marketing and the power of images

Who is it for?

This course is for communicators who are looking to take their blogs and strategy to the next level, or anybody looking to leverage the power of blogs for marketing purposes. You do not need any previous experience to attend this course.

[Click here to book directly](#)



1
day



10:30 am
-3:30 pm



CERTIFICATE



£455

This course
is included
in

WC01 course

Writing Features

WC06

The rise of content marketing has created the need for writers who have the skills to quickly turn around content which is clear and engaging to an audience.

This course will teach you the essentials of becoming a feature writer, including writing, research and workflow techniques.

This course is for communicators who are looking to take their articles to the next level, or anybody hoping to write feature stories for magazines, newspapers or websites.

Topics Covered

- Introduction to writing features and how to generate ideas for features
- Finding and researching strong feature subjects
- The essentials of good English
- How to interview and convert important information
- The differences of writing for digital or print

Who is it for?

For those wanting to take their articles to the next level, or hoping to write feature stories for magazines, newspapers or websites.

Click here to book directly



1
day



10:30 am
-3:30 pm



CERTIFICATE



£522

Copy Editing

WC07

Learn the flow of a copy editor from start to finish, whilst focusing on essential aspects of the role, such as grammar, spelling, and common mistakes in punctuation. Learn the techniques of writing compelling copy, interesting headlines, and producing content that works.

Topics Covered

- Introduction to copy editing
- Understanding spelling, punctuation and grammar
- The benefits of an effective House style guide
- Improving your style of writing for compelling, and precise content

Who is it for?

The course is suitable for proofreaders looking to enhance their freelancing opportunities, those within publishing houses, those working in communications, content producers, or those who have done some editing work but lack formal training.

[Click here to book directly](#)



1
day



10:30 am
-3:30 pm



CERTIFICATE



£490

This course
is included
in

WC01 course
WC08 course
WC09 course

Book Editing

WC08

This course provides a thorough grounding in the essentials of book editing and proofreading. The certificated course concentrates on editing and proofreading skills for the book publishing industry and focuses on the techniques required in preparing text for publication.

Topics Covered

- **The editorial office and the editorial team**
- **The benefits of having a house style**
- **Editorial production, publishing legalities and the BSI proofing marks**
- **Introduction to proof reading and BSI proof correction marks**

Who is it for?

The course is suitable for both those changing career direction and those already in publishing and requiring refresher training. The course is very thorough and provides delegates with practical and solid skills required for an editorial role in book publishing.

Click here to book directly



2
days



10:30 am
-3:30 pm



CERTIFICATE



£670

This course
includes

WC07 course

Sub-Editing

WC09

You will train in the fundamental techniques of editing, subbing, and proofreading of copy text into precise and highly readable stories, as demanded by content publishers. You will learn how to approach written copy critically and reshape it into compelling editorial content that people will want to read.

Topics Covered

- What is sub-editing?
- The Fundamentals of style and consistency
- How to write and edit news stories
- Media law for sub editors
- Sub-Editing for print

Who is it for?

If you are involved in producing professional content and want to equip yourself with the core skills required to edit news stories, features, blogs, and more to professional standards.



2 days



10:30 am
-3:30 pm



ADVANCED
CERTIFICATE



£670

This course
includes

WC07 course

Click here to book directly



Picture Research

WC10

As the UK's leading training course in Picture Research, this course will help you develop your skills in sourcing images, interpreting briefs, managing projects, commissioning photographers, handling copyright and legal issues.



2
days

Topics Covered

- Introduction to Picture Research and career development
- Responding and interpreting briefs
- Image sourcing, commissioning, copy right and IP
- Picture editing and selection
- Project management: Captions, Credits and Copy right
- Digital aspects of Picture Research



10:30 am
-3:30 pm



ADVANCED
CERTIFICATE

Who is it for?

The course is suitable for those interested in pursuing a career in picture research and picture editing, those in the early stages of their career, or those who require refresher training to keep up-to-date with any changes affecting the industry. The training is packed full of practical skills to see you succeed in your career as a picture researcher.



£670

Click here to book directly



Effective Grammar and Punctuation Course

WC11

This course will help you to enhance your writing, avoid making common mistakes and brush up on tricky and ambiguous areas.

Clear, precise and concise written communication is important for your business. Good grammar and punctuation showcase your organisation in the best light and avoids miscommunication and confusion. Making the right impression on your clients is important in positioning your brand as credible and trustworthy.

Topics Covered

- **Essential rules of grammar and punctuation**
- **The structuring of sentences and paragraphs**
- **The correct use of passive and active tenses**
- **Tips and tricks to avoid common grammatical mistakes**

Who is it for?

This course is for you if you are looking to improve your grammar and brush up on tricky areas, making your writing more exciting, and improving the clarity and persuasiveness of your content.

Click here to book directly



1
day



10:30 am
-3:30 pm



CERTIFICATE



£455

Management and Leadership Courses



Insights into the latest trends in management, leadership, team performance, stress management, conflict handling, strategy and planning, decision-making and internal communications with our range of practical industry-focused courses.

[For more information click here for our website](#)



Management and Leadership courses:

42

Essentials of Management and Leadership

ML01

This course will explore improving your skills, efficiency and performance at the individual, team and organisation levels.

Leaders need the skills to drive change, plan and influence others. Highly practical and discussion focused, we will keep you engaged on each of the five days of your management training.

Topics Covered

- Effective Management Skills
- Motivating Effective Teams
- Internal Communications
- Managing Conflict and Collaboration
- KPIs and Appraisal Systems

Who is it for?

This course is suitable for you if you want to elevate your management and leadership skills and apply them more successfully to your role. It is designed to help you acquire an in-depth knowledge of the different approaches and techniques that leaders should utilise, to get the most out of themselves.

Click here to book directly



5 days



10:30 am
-3:30 pm



DIPLOMA



£2,980

This course includes

ML10 course
ML08 course
ML05 course
RC06 course
ML09 course

Advanced Management

ML02

This course will help prepare delegates on how to create and implement successful strategies, which result in giving organisations a competitive advantage. There will be a focus on improving leadership and management skills as well as developing strategies to improve internal communications.

You will learn how to create your personal brand and achieve presence and influence.

Topics Covered

- **Managing results and exploring leadership styles**
- **Managing and motivating effective teams**
- **Enhancing internal communications and engagement**
- **Managing and understanding conflict and collaboration**
- **Creating and utilising personal branding**

Who is it for?

This course is suitable for anyone developing the strategy skills necessary to consider risks and issues during large, medium, and small-scale events. Be prepared for events to avoid damaging your organisation's reputation when the unexpected should happen.

Click here to book directly



5
days



10:30 am
-3:30 pm



DIPLOMA



£2,980

This course
includes

ML10 course
ML08 course
ML06 course
RC06 course
PR04 course

Dynamic Leadership

ML03

Gain an updated overview of advanced modern management and leadership techniques. Learn how to, as a mid to experienced level manager, effectively and efficiently manage your teams to produce organisational benefit.



5
days



10:30 am
-3:30 pm

Topics Covered

- Being a dynamic leader
- Managing and motivating effective teams
- Internal communications and managing conflict
- Enhancing your presentation skills
- Developing your personal style and branding



DIPLOMA



£2,980

Who is it for?

The course is ideal for those already in management positions who are looking for a refresher to their skills as well as those who wish to enhance their leadership skills.

Click here to book directly



This course
includes

ML10 course
ML04 course
PR06 course
RC06 course
PR04 course

Leading and Managing Change

ML04

The course will help develop ideas on how to minimise disruption to the workflow and maximise opportunities that change can bring about, and help organisations embrace changes to survive in an ever-evolving corporate landscape.

In an age of creativity and innovation, businesses must understand and utilise different strategies to run successfully in the 21st century.

Topics Covered

- Creating a clear vision and objectives for change
- Communicating the change clearly
- Successfully leading and managing change
- Maintaining and sustaining change

Who is it for?

This course has been created for managers who want to succeed, be more effective in their roles and enhance their performance by motivating and leading people with a positive impact.

Click here to book directly



1 day



10:30 am
-3:30 pm



CERTIFICATE



£680

This course is included in ML03 course

Management and Leadership courses:

Managing and Motivating Effective Teams

ML05

You will learn how to harness the strengths of your team to produce a highly organised workforce.

Along with this, you will discover techniques that enable teams to perform to their greatest ability, achieve efficiency and maximise their resources.

You will practice techniques to deal with difficult team situations and identify sources of conflict, whilst also looking at effective methods of conflict reduction to facilitate positive outcomes and motivate your team.

Topics Covered

- **Exploring what makes a team rather than a group and the stages of formation**
Practical techniques to develop team performance by understanding everyone's skill sets in the collective attainment of organisational goals
- **Improve team culture, pre-determine issues that lead to conflict, and how to encourage a collaborative culture**

Who is it for?

The course is for you if you are in a leadership position and need to form a driven team and implement a culture of performance and collaboration within the team.

Click here to book directly



1
day



10:30 am
-3:30 pm



CERTIFICATE



£680

This course
is included
in
ML01 course

Management and Leadership courses:

47

Strategic Decision Making

ML06

This practical course will also develop problem-solving skills and confidence to make well-thought-out, informed decisions.

The training will be supported throughout, with thought-provoking, up-to-date case studies about actual companies from various industries.

The idea is that attendees explore real-life examples in understanding the scenarios, issues, and concepts. This will allow them to gain real insights into best practices.

Topics Covered

- **The process of decision-making**
- **Creating strategies for decision-making**
- **How to communicate decisions effectively**
- **Strategies for competitive advantage within your teams**

Who is it for?

The practical and highly stimulating Strategic Decision Making course has been created for managers who want to succeed and be more effective in their roles.

Click here to book directly



1
day



10:30 am
-3:30 pm



CERTIFICATE



£680

This course
is included
in
ML06 course

Management and Leadership courses:

48

Human Resource Management

ML07

The course will open up discussion and understanding of HR processes and their relationship with organisational performance and culture.

The training will explore the HR function at strategic and operational levels and delve into understanding the fundamentals of the HR functions and policies.

Acquire the specialist knowledge and skills needed to succeed as a professional in HR management and training.

Topics Covered

- The fundamentals of the human resource management functions and policies
- The latest on employment law and legislation
- The principles of operational HR planning, recruitment, training and team performance

Who is it for?

This training course is suited for managers involved in the HR function who need to be updated on the latest policies and best practices.

Click here to book directly



2
days



10:30 am
-3:30 pm



ADVANCED
CERTIFICATE



£1,380

This course
includes
ML09 course

Internal Communications

ML08

The practical and interactive Internal Communications workshop will help you become more efficient with your internal communications strategies and approaches. We will help you re-examine your method of delivery, planning, messaging, and tools of measuring the impact of your communications and engagement.

Topics Covered

- **Enhancing internal communications and engagement**
- **Ability to listen to others within your team and seeking information**
- **Setting clear objectives through clear and consistent messages**
- **Team-building and cohesive working relationships**

Who is it for?

For those responsible for, or participate in internal communications. Whether your role is in communications or on a wider function such as HR, CSR, Risk, Media handling, or broader PR, this course allows you to understand more about the discipline of internal communications and utilise and maximise employee engagement.

Click here to book directly



1 day



10:30 am
-3:30 pm



CERTIFICATE



£680

This course is included in

PR09 course
RC01 course
ML01 course
ML02 course

Management and Leadership courses:

50

Setting KPIs and Appraisal Systems

ML09

The training will focus on organisations that aim for excellence in performance at the strategic and the individual level.

You will explore how performance management can be integrated to enhance a culture of setting clear expectations including a structure of reviews and monitoring to ensure the achievements of business goals, the teams' objectives, and KPIs for individual appraisals.

Topics Covered

- **Setting KPIs and benchmarking on targets and performance linking individuals to business goals**
- **Formulating action plans to clarify employee achievements**
- **Understanding the tools needed and benefits of running appraisal meetings**
- **Giving and receiving feedback in managing performance with practice using role-play**
- **Putting into action appraisals that are engaging and enhance positive reinforcement to motivate your team**

Who is it for?

We have designed this course for you if you are a manager, HR, team leader, supervisor, or executive and involved in leading the setting up of appraisal performance management and KPI systems for your organisation.

Click here to book directly



1
day



10:30 am
-3:30 pm



CERTIFICATE



£680

This course
is included
in

ML01 course
ML07 course

Management and Leadership courses:

51

Being a Dynamic Leader

ML10

You will explore a range of leadership styles and challenge existing assumptions. Through discussion, role-play, and interactive feedback, you will examine your current approach, identify your goals and develop an action plan to turn your vision into reality.

Topics Covered

- **Exploring your leadership style and behaviour towards a dynamic context**
- **Developing a clear vision for personal development and organisational goals**
- **Inspiring your team with a dynamic approach for mutual attainment of goals and achievements**
- **Identifying key people inside and outside the organisation that will support and strengthen your shared vision**

Who is it for?

If you are a manager or executive who is looking to become an effective leader, then this course will provide you with the necessary skills to become an inspirational leader.

Click here to book directly



1
day



10:30 am
-3:30 pm



CERTIFICATE



£680

This course
is included
in

PR09 course
ML01 course
ML03 course

Digital Media Courses



Insights into the latest trends in digital marketing, social media strategies, and podcasting with our range of practical industry-focused courses.

[For more information click here for our website](#)



Podcasting

DM04

The Podcasting course will help you to create, edit, deliver and promote your podcast. The course also provides useful tips and tricks from industry experts on producing professional and effective results.

Topics Covered

- What is a podcast and how to create ideas for it?
- The preparation, recording and post production
- What equipment and software to use
- Outputting and promoting your podcast

Who is it for?

This course is perfect for those wanting to learn helpful information to produce their own professional podcasts. You do not need previous experience to attend this course.

Click here to book directly



1
day



10:30 am
-4:30 pm



CERTIFICATE



£455

Digital Media courses:

54

Social Media and Digital Marketing

DM05

You will learn emerging social media trends, create an online marketing strategy and how to maintain relationships with your online customers. This course trains you in how to use marketing tools to increase brand awareness, boost customer loyalty and increase your website traffic.



1
day



10:30 am
-4:30 pm



CERTIFICATE

Topics Covered

- Exploring social media platforms and how brands utilise them
- The best practices for creating original content for social media
- Writing for your audience and being memorable
- The difference between successful posts vs unsuccessful
- Workshopping existing content

Who is it for?

Whether you are a marketing specialist, an aspiring community manager, or a small business owner, this course is perfect for giving you practical knowledge and valuable insights to create a compelling social media marketing strategy for your brand.

Click here to book directly



£455

Bespoke Training Online or In-Person

If there is a specific skill set that your team needs to develop, we are at hand to train your staff. It will be a set duration and flexibility of dates that work for you. Please enquire about the cost.

We will work with you to make sure that the content and specifications are tailored to your individual needs, culture and working practices.

Whatever your time frame, budget or needs, we will do everything possible to create a training programme which works for you.



1 to 1 Training



LSPR has extensive experience in delivering programmes 1 to 1, between a trainer and delegate.

This type of consultative based bespoke training is an excellent way to provide extra support to members of your team to maximise their performance.

We will keep the training highly focused and aim to remove content that is not as useful to their needs.

In-house Training

In-house courses are a cost effective way to ensure that your staff have specific and focused training.

Putting your team through training is about improving their skill base and knowledge of the most up-to-date issues affecting your industry.



A SELECTION OF OUR VALUED CLIENTS

LSPR is proud to work with a wide range of clients both in the UK and globally.

ual: university of the arts london



Cartier



 **BARCLAYS**

The Economist

BBC



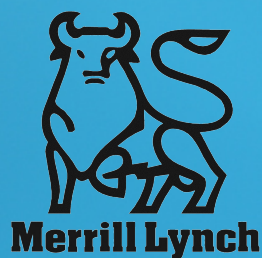
.LOYDS BANK

AIRFRANCE 



SAMSUNG

 **RBS**



 **ENGLISH HERITAGE**



Click here to find the full client list.

TESTIMONIALS

"Really enjoyed the course. Having worked in PR for 10 years, it's always great to do a refresher course and share information with other industry peers whilst also learning new tips and tricks."

**Caroline Jeffery - Senior PR and Communications Manager
Clarks**



"I was impressed by how much I learnt in such a short space of time. The course was highly engaging, well-paced and relaxed. The topics were kept relevant to us at all times. I can leave the course with renewed confidence. It was a highly enjoyable and useful experience."

**Melissa Herman - Communications Manager
The Walt Disney Company**



"I appreciate having the opportunity to join this diploma course, I gained great knowledge about PR strategy campaigns. Thank you."

**Mona Alshehri - Head of Relations
King Abdulaziz Center for World Culture (Ithra)**



"I'd recommend Fundamentals of Media Strategy and Communications diploma for professionals in the field. I came to get a different perspective to PR strategies and campaigns and the trainer gave that by keeping it simple and practical."

**Olalekan Ajayi - Assistant Director
Central Bank of Nigeria**

