

# Press Release and Media Kit Writing for Communications Teams

Corporate Communications

## Course Overview

Press Release and Media Kit Writing for Communications Teams: a 5-day professional training course from LTC Consultants, delivered in-classroom across...

## What You Will Achieve

- Explain the core principles and current good practice in Press Release and Media Kit Writing for Communications Teams
- Apply practical tools and techniques for Press Release and Media Kit Writing for Communications Teams in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine Press Release and Media Kit Writing for Communications Teams in practice
- Build a personal action plan to implement what you have learned

## Who Should Attend

IT professionals, analysts, digital transformation leads and managers seeking to apply modern technology in their organisations.

## Course Outline

1. Foundations of Press Release and Media Kit Writing for Communications Teams: principles, terminology and context
2. The business case: why Press Release and Media Kit Writing for Communications Teams matters to performance
3. Core tools, frameworks and methods
4. Applying the tools: guided case study and exercises
5. Common pitfalls and how experienced practitioners avoid them
6. Working with stakeholders: communication and influence
7. Measuring results and continuous improvement
8. Personal action planning and course review

## Upcoming Dates and Fees

| DATES             | VENUE        | FEE (PER DELEGATE) |
|-------------------|--------------|--------------------|
| 19 to 23 Oct 2026 | Nairobi      | \$1,450            |
| 26 to 30 Oct 2026 | Kampala      | \$1,550            |
| 9 to 13 Nov 2026  | Johannesburg | \$1,450            |

|                      |        |                |
|----------------------|--------|----------------|
| 16 to 20 Nov 2026    | Durban | <b>\$1,550</b> |
| 30 Nov to 4 Dec 2026 | Accra  | <b>\$1,650</b> |
| 7 to 11 Dec 2026     | Online | <b>\$800</b>   |

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### **LTC Consultants**

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Every delegate receives a Certificate of Attendance. Group and in-house rates available on request.