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 Africa...

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)
9 to 13 Nov 2026	Johannesburg	**$1,450**
16 to 20 Nov 2026	Durban	**$1,550**
30 Nov to 4 Dec 2026	Accra	**$1,650**

7 to 11 Dec 2026	Online	**$800**

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