

ACI - AIRPORT COMMUNICATIONS AND PUBLIC RELATIONS 0000



TRAINING PROGRAMS
ACI

5 DAYS

AIRPORT OPERATIONS & REGULATORY

AED 7,200.00

(Inclusive of 5% VAT)

Business communication has become too complex. That is why business directives often go unheeded, misunderstood or are not carried out. Learn to define, develop and deliver more effective messages. Become a plain-talking, public-spirited professional. Find out how to cut the B.S. (that's Bureaucrat Speak) from your workplace. Use "The One-Minute Power Message" template to improve your writing, thinking and speaking. (Please note course fees indicated are for ACI Members/ACI World Business Partners. Please contact us for non-member pricing.)

Course Benefits

This course will introduce you to the basic principles of management and public relations and communication in an airport context while exploring the underlying developments that has led to the shape of the communications and PR industry today. You will learn how to apply these in real-world projects and to manage them from initial design to final delivery and evaluation and have the opportunity to gain:

- knowledge of communication and public relations issues in an organisational context
- communication, media-handling and research skills
- experience of working on challenging, real-world projects

Who Should Attend

- Airport communication managers or specialists
- Airport International Relations managers
- Project managers of large or sensitive airport projects
- Airport General Manager/ Executive Director
- Airport Operations Directors, Managers, Officers and Staff
- Airport Environment Directors, Managers, Officers and Staff
- Civil Aviation Authority Officials
- Airport managers that have direct contact with the public or the press

Course Outline

Need more information on this course or other courses?

Email us: training@gcas.ae

Call us: +971 2 494 2355



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- Understanding public relation terminology
- Preparing powerful positive messages on issues
- Developing a communication plan
- Using technology in modern communications
- The one minute power message
- Media relations and issues management
- Preparing and delivering an interview

Course Prerequisite (s)

speak, read and write English.

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