

2026 PUBLIC RELATIONS TRAINING CALENDER



Click on the course title to view the full course details

All Courses Available – In-house | In-class | Online

Lagos | Ghana | Kenya | Rwanda



Public Relations Program

S/N	Course Title	Date	Date	Date	Lagos Fee (#)	Int'l Venue	Int'l Fee (\$)
1	Public Relations and Media Skills: Master Class	13th–16th Jan	5th–8th May	1st–4th Sep	300,000	Accra	4,000
2	Protocol and Travel Management	13th–16th Jan	5th–8th May	1st–4th Sep	300,000	Accra	4,000
3	The Role of Blockchain in Public Relations and Media	13th–16th Jan	5th–8th May	1st–4th Sep	330,000	Rwanda	6,000
4	Ethics in AI-Driven Public Relations	13th–16th Jan	5th–8th May	1st–4th Sep	330,000	Rwanda	6,000
5	Public Relations Campaigns: Planning And Execution	13th–16th Jan	12th–15th May	8th–11th Sep	300,000	Nairobi	5,500
6	Social Media Algorithms and Their Impact on PR Strategies	20th–23rd Jan	12th–15th May	8th–11th Sep	330,000	Nairobi	5,500
7	Public Relations Fundamentals	20th–23rd Jan	12th–15th May	8th–11th Sep	300,000	Nairobi	5,500
8	Media Relations and Public Affairs Course	20th–23rd Jan	19th–22nd May	8th–11th Sep	300,000	Rwanda	6,000
9	Public Relations Protocol and Etiquette	20th–23rd Jan	19th–22nd May	15th–18th Sep	300,000	Rwanda	6,000
10	Introduction To Public Relation	27th–30th Jan	19th–22nd May	15th–18th Sep	300,000	Nairobi	5,500
11	AI-Powered Public Relations: Tools for the Future	27th–30th Jan	19th–22nd May	15th–18th Sep	330,000	Nairobi	5,500
12	Strategic Communication in an AI-Driven World	27th–30th Jan	26th–29th May	15th–18th Sep	330,000	Accra	6,000
13	Managing and Leading Strategic Communication in Public Relations	3rd–6th Feb	26th–29th May	22nd–25th Sep	300,000	Accra	6,000
14	Mastering Protocol and Events Management	3rd–6th Feb	26th–29th May	22nd–25th Sep	300,000	Nairobi	5,500
15	Harnessing Chatbots for Seamless Customer Engagement	3rd–6th Feb	26th–29th May	22nd–25th Sep	330,000	Rwanda	6,000
16	The Power of PR: A Key Tool for Organizational Success	3rd–6th Feb	26th–29th May	22nd–25th Sep	300,000	Rwanda	6,000
17	Planning and Managing Effective PR Campaigns	10th–13th Feb	2nd–5th Jun	28th - 30th Sep	300,000	Rwanda	6,000
18	Strategic Media Planning	10th–13th Feb	2nd–5th Jun	28th - 30th Sep	330,000	Nairobi	5,500
19	Effective Writing For Public Relations	10th–13th Feb	2nd–5th Jun	28th - 30th Sep	300,000	Accra	4,000
20	Developing and Implementing Strategic Marketing Plans	10th–13th Feb	9th–12th Jun	6th–9th Oct	300,000	Accra	4,000
21	International Protocol And Diplomacy Course	17th–20th Feb	9th–12th Jun	6th–9th Oct	300,000	Accra	4,000
22	Customer Service And Public Relations	17th–20th Feb	9th–12th Jun	6th–9th Oct	300,000	Nairobi	5,500
23	Public Relations and Successful Campaigns	17th–20th Feb	16th–19th Jun	13th–16th Oct	300,000	Nairobi	5,500
24	Building Reputation in the Metaverse	17th–20th Feb	16th–19th Jun	13th–16th Oct	330,000	Rwanda	6,000
25	Advanced Strategies For Public Relations	17th–20th Feb	16th–19th Jun	13th–16th Oct	300,000	Rwanda	6,000
26	Corporate Identity and Brand Management	24th–27th Feb	23rd–26th Jun	20th–23rd Oct	300,000	Rwanda	6,000
27	Sustainability and PR: Using Technology to Drive Impactful Campaigns	24th–27th Feb	23rd–26th Jun	20th–23rd Oct	330,000	Accra	4,000
28	Leveraging AI to Measure PR Impact and ROI	24th–27th Feb	23rd–26th Jun	20th–23rd Oct	330,000	Accra	4,000



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29	Strategic Public Relations, Protocol, And Travel Management	24th–27th Feb	30th Jun–3rd Jul	27th–30th Oct	300,000	Accra	4,000
30	Navigating Public Relations in the Digital Age	3rd–6th Mar	30th Jun–3rd Jul	27th–30th Oct	300,000	Accra	4,000
31	Crafting Authentic Brand Stories with AI Assistance	3rd–6th Mar	30th Jun–3rd Jul	27th–30th Oct	330,000	Accra	4,000
32	Interpretation and Application of IPSAS Course	3rd–6th Mar	7th–10th Jul	3rd–6th Nov	300,000	Accra	4,000
33	Due Process and Policy Guidelines for Procurement and Award of Contracts in Nigeria	3rd–6th Mar	7th–10th Jul	3rd–6th Nov	300,000	Nairobi	5,500
34	Introduction To Public Procurement And Supply Chain Management	10th–13th Mar	7th–10th Jul	3rd–6th Nov	300,000	Nairobi	5,500
35	Navigating PR in the Age of Digital Disruption	10th–13th Mar	7th–10th Jul	10th–13th Nov	330,000	Nairobi	5,500
36	Advanced Corporate Social Responsibility	16th–19th Mar	14th–17th Jul	10th–13th Nov	300,000	Rwanda	6,000
37	PR, Etiquette, and Official and Social Protocol	16th–19th Mar	14th–17th Jul	10th–13th Nov	300,000	Rwanda	6,000
38	Using Data Analytics to Shape PR Campaigns	16th–19th Mar	14th–17th Jul	10th–13th Nov	330,000	Nairobi	5,500
39	AI-Enhanced Crisis Management in Public Relations	24th–27th Ma	14th–17th Jul	17th–20th Nov	330,000	Nairobi	5,500
40	Effective Public Relations	24th–27th Ma	21st–24th Jul	17th–20th Nov	300,000	Accra	4,000
41	Business Strategy for PR Managers	24th–27th Ma	21st–24th Jul	17th–20th Nov	300,000	Accra	4,000
42	Virtual Reality (VR) and Augmented Reality (AR) in Public Relations	30th Mar–2nd Apr	21st–24th Jul	24th–27th Nov	330,000	Accra	4,000
43	Government Communication And Public Relations	30th Mar–2nd Apr	28th–31st Jul	24th–27th Nov	300,000	Nairobi	5,500
44	Personalized Public Relations Through Machine Learning	7th–10th Apr	28th–31st Jul	24th–27th Nov	330,000	Nairobi	5,500
45	Public Administration And Management Course	7th–10th Apr	4th–7th Aug	1st–4th Dec	300,000	Accra	4,000
46	Digital Listening: Monitoring Trends with AI for PR Success	14th–17th Apr	4th–7th Aug	1st–4th Dec	330,000	Accra	4,000
47	Advanced Social Media Training	14th–17th Apr	11th–14th Aug	8th–11th Dec	300,000	Rwanda	6,000
48	Public Relations in the Era of Generative AI Content	21st–24th Apr	11th–14th Aug	8th–11th Dec	330,000	Rwanda	6,000
49	Effective Public Speaking for Managers and Executives	21st–24th Apr	11th–14th Aug	8th–11th Dec	300,000	Nairobi	5,500
50	Public Relations and Corporate Communications Course	21st–24th Apr	11th–14th Aug	8th–11th Dec	300,000	Nairobi	5,500
51	Leadership Under Attack - Escalating Crisis and Reputation Challenges	28th Apr – 1st May	18 - 21st Aug	15th–18th Dec	300,000	Rwanda	6,000
52	Incident And Crisis Response Communication Skills	28th Apr – 1st May	18 - 21st Aug	15th–18th Dec	300,000	Rwanda	6,000
53	Social media Writing Essential	28th Apr – 1st May	18 - 21st Aug	15th–18th Dec	300,000	Accra	4,000
54	Corporate Identity And Brand Management	28th Apr – 1st May	18 - 21st Aug	15th–18th Dec	300,000	Accra	4,000

