



JOIN US ON THURSDAY July 31, 2025

SA&A
SOLA ABULU & ASSOCIATES

SA&A
CPDSO-Accredited

2nd Cohort PUBLIC RELATIONS, MEDIA & STAKEHOLDER MANAGEMENT COURSE

Learn how to leverage on traditional and new media platforms and effectively manage relationships with key stakeholders and the public in pursuit of business or institutional objectives

July 31 2025
LIVE Online with Sola Abulu
9AM - 4PM WAT

WHAT YOU WILL LEARN?

- Understand how to use media and public relations strategies and tactics to advance your business and organizational objectives
- Learn how to understand the media landscape, and leverage on media platforms to position your business or organization effectively
- Learn how to ethically advocate and influence audience and stakeholder perceptions

WHO CAN ENROL?

Leaders, practitioners and professionals with a responsibility for managing, or supporting Strategic Public Relations, Media, Corporate External Relations & Stakeholder Management for a business, brand, organization, public or private sector institution or entity

Register:
<https://www.solaabuluassociates.com/signup-interest/>

Sola Abulu & Associates Learning, Training & Course Programs | solaabuluassociates.com

- 4 Modules
- 9am – 4pm WAT
- Online via Zoom
- Sola Abulu – Course Tutor
- Course content specially designed by Sola Abulu for use by anyone working in an institutional context.
- This course focuses on teaching how to use media, social media and strategic public relations to make your business and brand more visible, impactful and effective
- **CPDSO-Accredited Course certificate issued on completion**
- **50+ page hand-out summary of templates, key points, presentation slides made available to all course participants after the session**
- Post-event Group coaching on request



Module 1: Why you need a strategic PR plan and how to develop & deploy one

SA&A
SOLA ABULU & ASSOCIATES

Accredited
cpd
THE CPD STANDARDS OFFICE
CPD PROFESSIONAL STANDARDS
2001 JERUSALEM

2nd SA&A CPDSO-Accredited
PUBLIC RELATIONS, MEDIA & STAKEHOLDER MANAGEMENT COURSE
Cohort

Learn how to leverage on traditional and new media platforms and effectively manage relationships with key stakeholders and the public in pursuit of business or institutional objectives

July
31
2025

LIVE Online with Sola Abulu
zoom
9AM - 4PM WAT

WHAT YOU WILL LEARN?

- Understand how to use media and public relations strategies and tactics to advance your business and organizational objectives
- Learn how to understand the media landscape, and leverage on media platforms to position your business or organization effectively
- Learn how to ethically advocate and influence audience and stakeholder perceptions

WHO CAN ENROL?

Leaders, practitioners and professionals with a responsibility for managing, or supporting Strategic Public Relations, Media, Corporate External Relations & Stakeholder Management for a business, brand, organization, public or private sector institution or entity

Register:
<https://www.solaabuluassociates.com/signup-interest/>

Sola Abulu & Associates Learning, Training & Course Programs | solaabuluassociates.com

1. The role of Public Relations and why it is still relevant today
2. Why every business or organization needs a PR plan
3. How to be strategic in PR
4. Using PR to open doors of opportunity
5. How to leverage on PR to achieve your objectives
6. Being ethical in public relations
7. How PR elevates the value of your brand and your business and the opportunities that come your way
8. How to develop an effective PR plan that is suitable for your business, brand or organization
9. Skills you must have to be an impactful PR practitioner

- For PR & Communications Professionals in private, public sector and NGOs
- Entrepreneurs, Consultants and small business owners



Module 2: How to use Media & Social Media effectively for business and strategic agenda purposes

SA&A
SOLA ABULU & ASSOCIATES

CPDSO-Accredited

2nd Cohort PUBLIC RELATIONS, MEDIA & STAKEHOLDER MANAGEMENT COURSE

Learn how to leverage on traditional and new media platforms and effectively manage relationships with key stakeholders and the public in pursuit of business or institutional objectives

July 31 2025

9AM - 4PM WAT

Online with Sola Abulu ZOOM

WHAT YOU WILL LEARN?

- Understand how to use media and public relations strategies and tactics to advance your business and organizational objectives
- Learn how to understand the media landscape, and leverage on media platforms to position your business or organization effectively
- Learn how to ethically advocate and influence audience and stakeholder perceptions

WHO CAN ENROL?

Leaders, practitioners and professionals with a responsibility for managing, or supporting Strategic Public Relations, Media, Corporate External Relations & Stakeholder Management for a business, brand, organization, public or private sector institution or entity

Register:
<https://www.solaabuluassociates.com/signup-interest/>

Sola Abulu & Associates Learning, Training & Course Programs | solaabuluassociates.com

1. The importance of media relations
2. How the media works today
3. How to manage social media issues
4. How to manage misinformation
5. How to reach audiences effectively through media or social media
6. How to measure impact of media and social media campaigns
7. **Knowledge & Skills to become a Media relations generalist/specialist**

- For PR & Communications Professionals in private, public sector and NGOs
- Entrepreneurs, Consultants and small business owners

Module 3: How to target audiences and key stakeholders effectively for desired results



SA&A
SOLA ABULU & ASSOCIATES

SA&A
CPDSO-Accredited

2nd Cohort
PUBLIC RELATIONS, MEDIA & STAKEHOLDER MANAGEMENT COURSE

Learn how to leverage on traditional and new media platforms and effectively manage relationships with key stakeholders and the public in pursuit of business or institutional objectives

July
31
2025

LIVE
Online with
Sola Abulu
Zoom
9AM - 4PM WAT

WHAT YOU WILL LEARN?

- Understand how to use media and public relations strategies and tactics to advance your business and organizational objectives
- Learn how to understand the media landscape, and leverage on media platforms to position your business or organization effectively
- Learn how to ethically advocate and influence audience and stakeholder perceptions

WHO CAN ENROL?

Leaders, practitioners and professionals with a responsibility for managing, or supporting Strategic Public Relations, Media, Corporate External Relations & Stakeholder Management for a business, brand, organization, public or private sector institution or entity

Register:
<https://www.solaabuluassociates.com/signup-interest/>

Sola Abulu & Associates Learning, Training & Course Programs | [solaabuluassociates.com](https://www.solaabuluassociates.com)

1. How to identify and reach your target audiences on social media or via the mainstream media?
2. How to determine which audiences are more important or relevant than others
3. How to use the stakeholder management framework to refine relationships with key stakeholders
4. How to be more strategic in managing relationships that are important for the business or organization
5. Knowledge and skills to manage stakeholders effectively

- For PR & Communications Professionals in private, public sector and NGOs
- Entrepreneurs, Consultants and small business owners



Module 4: Building an integrated PR, Media & Stakeholder Management Plan

SA&A
CPDSO-Accredited

2nd Cohort

PUBLIC RELATIONS, MEDIA & STAKEHOLDER MANAGEMENT COURSE

Learn how to leverage on traditional and new media platforms and effectively manage relationships with key stakeholders and the public in pursuit of business or institutional objectives

July 31 2025

LIVE Online with Sola Abulu ZOOM 9AM - 4PM WAT

WHAT YOU WILL LEARN?

- Understand how to use media and public relations strategies and tactics to advance your business and organizational objectives
- Learn how to understand the media landscape, and leverage on media platforms to position your business or organization effectively
- Learn how to ethically advocate and influence audience and stakeholder perceptions

WHO CAN ENROL?

Leaders, practitioners and professionals with a responsibility for managing, or supporting Strategic Public Relations, Media, Corporate External Relations & Stakeholder Management for a business, brand, organization, public or private sector institution or entity

Register: <https://www.solaabuluassociates.com/signup-interest/>

Sola Abulu & Associates Learning, Training & Course Programs | [solaabuluassociates.com](https://www.solaabuluassociates.com)

- Building a strategic PR, Media & Stakeholder Management plan that brings everything together
- How to connect PR with Media and relationships with stakeholders
- How to deploy an integrated and strategic PR and Media plan that creates space for the brand, opens doors of opportunity and sets us up for success now and in the future
- How to build a strategic PR plan from scratch and calculate a return on investment
- How to convince clients and leaders to invest in PR..
- **Knowledge and skills to become an integrated PR and Media specialist**

- For PR & Communications Professionals in private, public sector and NGOs
- Entrepreneurs, Consultants and small business owners

Module 5: Key Performance Indicators



2nd SA&A CPDSO-Accredited PUBLIC RELATIONS, MEDIA & STAKEHOLDER MANAGEMENT COURSE
Cohort

Learn how to leverage on traditional and new media platforms and effectively manage relationships with key stakeholders and the public in pursuit of business or institutional objectives

July 31 2025
LIVE Online with Sola Abulu
9AM - 4PM WAT
ZOOM

WHAT YOU WILL LEARN?

- Understand how to use media and public relations strategies and tactics to advance your business and organizational objectives
- Learn how to understand the media landscape, and leverage on media platforms to position your business or organization effectively
- Learn how to ethically advocate and influence audience and stakeholder perceptions

WHO CAN ENROL?

Leaders, practitioners and professionals with a responsibility for managing, or supporting Strategic Public Relations, Media, Corporate External Relations & Stakeholder Management for a business, brand, organization, public or private sector institution or entity

Register:
<https://www.solaabuluassociates.com/signup-interest/>

Sola Abulu & Associates Learning, Training & Course Programs | [solaabuluassociates.com](https://www.solaabuluassociates.com)

Key Performance Indicators

- **PUBLIC RELATIONS:** How do I know if my PR efforts are successful?
- **MEDIA RELATIONS:** How do I measure the impact of my media spend or activities?
- **STAKEHOLDER MANAGEMENT:** How do I attribute success to my relationship building efforts?
- **METRICS:** How do I measure success in real and tangible terms?

- For PR & Communications Professionals in private, public sector and NGOs
- Entrepreneurs, Consultants and small business owners



JOIN US ON JULY 31, 2025,
ONLINE ON ZOOM
9AM – 4PM WAT

Register here:

<https://www.solaabuluassociates.com/signup-interest/>

SA&A
SOLA ABULU & ASSOCIATES

Accredited
cpd
THE CPD STANDARDS BOARD
100 PRINCE STREET
DUBLIN, IRELAND

2nd SA&A CPDSO-Accredited
Cohort
PUBLIC RELATIONS, MEDIA & STAKEHOLDER MANAGEMENT COURSE

Learn how to leverage on traditional and new media platforms and effectively manage relationships with key stakeholders and the public in pursuit of business or institutional objectives

July
31
2025

LIVE Online with Sola Abulu
Zoom
9AM - 4PM WAT

WHAT YOU WILL LEARN?

- Understand how to use media and public relations strategies and tactics to advance your business and organizational objectives
- Learn how to understand the media landscape, and leverage on media platforms to position your business or organization effectively
- Learn how to ethically advocate and influence audience and stakeholder perceptions

WHO CAN ENROL?
Leaders, practitioners and professionals with a responsibility for managing, or supporting Strategic Public Relations, Media, Corporate External Relations & Stakeholder Management for a business, brand, organization, public or private sector institution or entity

Register:
<https://www.solaabuluassociates.com/signup-interest/>

Sola Abulu & Associates Learning, Training & Course Programs | [solaabuluassociates.com](https://www.solaabuluassociates.com)