

EMPOWERING TALENTS SERIES

2025



IDRAK



**PUBLIC
RELATIONS**

CLASSROOM WORKSHOP

**CHARISMA
AND THE ART
OF MEDIA
APPEARANCE**

**PR
PROFESSIONALS**

2 DAYS

**Dr. Laila
SHAHROUR**

Program

OVERVIEW

THIS DYNAMIC TWO-DAY WORKSHOP, LED BY DR. LEILA SHAHROUR, IS DESIGNED TO EMPOWER PUBLIC RELATIONS (PR) PROFESSIONALS WITH THE CONFIDENCE, SKILLS, AND STRATEGIES NEEDED TO EXCEL IN MEDIA APPEARANCES FROM PRESS CONFERENCES TO SOCIAL MEDIA VIDEOS AND EFFECTIVELY REPRESENT THEIR BRAND.

Key TAKEAWAYS



- **UNDERSTANDING THE MEDIA'S ROLE IN SHAPING PUBLIC OPINION AND BRAND IMAGE.**
- **TAILORING MESSAGES TO DIVERSE AUDIENCES AND MEDIA FORMATS.**
- **MASTERING CONFIDENCE AND CHARISMA THROUGH CAMERA PRESENCE AND BODY LANGUAGE.**
- **MANAGING CHALLENGING QUESTIONS AND DIFFICULT SITUATIONS GRACEFULLY.**

Why ATTEND?

- **ENHANCE PROFESSIONALISM**
- **BOOST CONFIDENCE**
- **STRENGTHEN CRISIS MANAGEMENT**
- **PRACTICAL LEARNING**
- **PERSONAL GROWTH**