

STAKEHOLDERS · INTERMEDIATE

Media Relations and Public Messaging

Course overview

This course supports participants to understand, apply and operationalise media relations and public messaging within institutional, programme or sector contexts. It combines practical instruction, applied examples and implementation-focused learning.

Format In-person / Live online / Blended / In-house	Duration 2 Days	Dates November 2026 Provisional	Fee From KES 45,000 Indicative
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Who should attend

Communication Teams, Programme Teams, Policy Officers, Senior Managers.

Level: Intermediate

Learning outcomes

By the end of this course, participants will be able to:

- Understand the core concepts and institutional relevance of media relations and public messaging
- Apply practical tools, methods and decision frameworks
- Develop implementation, reporting and improvement actions

Programme modules

1. Stakeholder mapping
2. Engagement planning
3. Messaging and facilitation
4. Reporting and feedback

Institutional results

- Better stakeholder alignment
- Improved consultation planning
- Clearer engagement reporting

Delivery & practical details

Available as in-person, live online, blended, in-house. Venue and joining instructions are confirmed on registration.

November 2026

PROVISIONAL

Assessment & certification

Where applicable, Sanetti issues attendance records, completion confirmation or other agreed training documentation.

Fees & inclusions

Kenya: From KES 45,000. International: From USD 1,200 / Request Quote.

Fees are indicative. Final fees, inclusions and payment terms are confirmed in writing before registration.

Register

Use the link or scan the QR code to register your interest. Your course is filled in automatically.

[Register online](#)



Scan to register

Terms

Dates, fees, duration and delivery scope are confirmed in writing before registration is finalised.

Contacts

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