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## QNA Launches Advanced Public Relations Skills Training Course



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Doha, June 28 (QNA) Qatar News Agency (QNA) on Sunday launched a three-day training course titled “Advanced Public Relations Skills” as part of the QNA Training Center’s 2026 training plan, with participants from the agency and several government entities.

The course is designed to strengthen participants’ knowledge and practical skills in public relations and corporate communications by introducing modern concepts, strategic approaches,

and international best practices. It aims to enhance their ability to plan, implement, and manage effective communication strategies that support institutional goals.

Presented by public relations expert Aisha Al Essa, the programme covers a range of key topics, including contemporary public relations practices, strategic communication planning, corporate identity and reputation management, digital communications, and stakeholder engagement. It also focuses on improving institutional communication and professional performance.

Participants will explore best practices for developing effective communication messages, engaging with different stakeholder groups, and using digital platforms to strengthen institutional visibility and communication initiatives.

The course includes practical exercises and project-based learning, enabling participants to apply their knowledge by developing specialised public relations plans and analysing real-life case studies. The projects will be presented and discussed at the end of the programme.

This is the final training course organised by the QNA Training Center during the second quarter of 2026. Training activities will resume in September under the Centre's annual training plan, reflecting QNA's continued commitment to developing national media professionals and promoting excellence in public relations and corporate communications.