



Public Relations Workshops

Empower Your PR Skills: Christina Pilarski's Personalized Workshops

In a digital era that continuously evolves, mastering public relations (PR) skills is more vital than ever, especially with the increasing influence of AI in communication and media. Christina Pilarski, an established PR expert and speaker, offers specialized workshops designed to enhance your mastery in various facets of public relations. With her extensive experience conducting workshops across North America on topics such as leadership, operations, PR, and marketing, Christina brings a wealth of knowledge and a unique, hands-on approach to learning.

Why Our Workshops?

Our workshops are built around the core areas of PR that are essential for today's professionals: social media strategies specific to platforms like LinkedIn and Instagram, media relations, community involvement, personal branding, influencer engagement, and more. Christina's expertise is complemented by her unique and proven methods, which include practical exercises, real-world applications, and personalized feedback to ensure that each participant can implement what they've learned immediately.

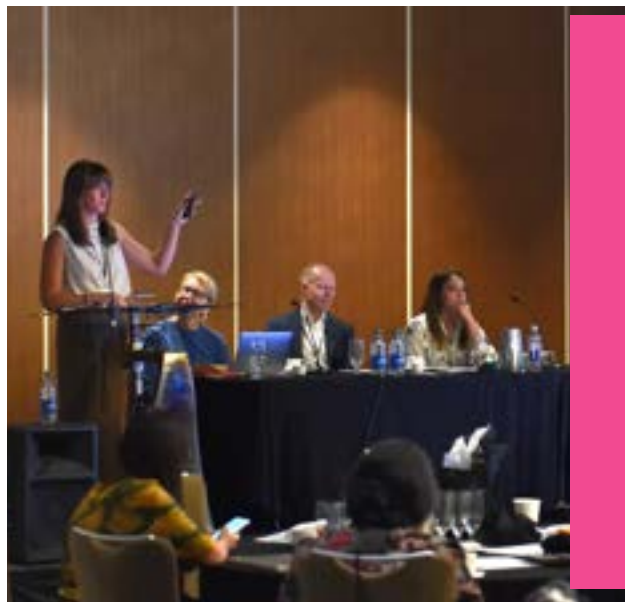
Each session is meticulously tailored to cater to the needs of different industries and organizations, allowing for a maximum of 8 participants to ensure focused, individualized interaction. Available both online via Zoom and in-person depending on the subject matter, these workshops are designed to equip you with the tools needed to excel in a shifting digital landscape where PR skills are increasingly critical.

Key Benefits

- 1 Expert Guidance:** Learn from Christina Pilarski, who has successfully led dozens of workshops and built a seven-figure business, sharing practical insights grounded in real-world experience.
- 2 Hands-On Learning:** Engage in practical exercises with immediate application and receive personalized feedback.
- 3 Resource-Rich:** Every attendee leaves with actionable resources to implement right away.
- 4 Customizable:** Options for industry-specific tailoring, from one-on-one sessions to small group settings.



Public Relations Workshops



Featured Workshops



Mastering Media Relations: Techniques for effective press engagement and maintaining public image.



Social Savvy: Platform-specific strategies for LinkedIn, Instagram, and more.



Brand Brilliance: Building and sustaining a personal brand that stands out.



Influencer Inside Out: How to engage with influencers and become one.



Community Connector: Strategies for effective community involvement and outreach.



Custom Workshops: Tailored sessions based on specific organizational needs are also available, ensuring relevance and impact.

Client Testimonials

"Christina's approach to PR is second to none. She has been trusted for over 7-years by our organization to craft strategy and assist on execution. From media training to social media and pr workshops she is an expert in her field. I trust her for advice so that I bring my best self to the table as a female leader within our organization."

Lisa White

Director, Community Development + Engagement
Tourism Kamloops

"Christina is an incredible workshop lead. Her workshop about building a personal brand online at our AGM hit the mark - she had audience participation at a high. She was so well received we have brought her back again to teach our group about media relations, LinkedIn strategy, and social media presence. I highly recommend her to motivate and empower any group of professional women."

Dr. Kimberly Williams

President Federation
Medical Women of Canada

Why PR Skills Are Essential Now

In today's fast-paced digital world, enhanced by AI, the ability to swiftly adapt and optimize your PR strategy is crucial. Effective PR not only boosts visibility but also establishes credibility and trust—key components as markets and technologies evolve. Engaging in these workshops is an investment in skills that will keep you competitive and influential in any professional landscape.

Attendees of Christina's workshops gain not just knowledge but an edge in the dynamic field of public relations, essential for thriving in today's and tomorrow's digital marketplace.

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More Information:
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