



INSTITUTE OF
LUXURY
FASHION
& STYLE —

STYLESCHOOL

CERTIFICATE IN
FASHION
PR &
EVENTS
CAIRO



**ARABIC/
ENGLISH**

KEY INFORMATION

**CERTIFIED | PRACTICAL LEARNING | INDUSTRY
TUTORED**

LOCATION

CAIRO

DAYS

5 DAYS

LANGUAGE

TAUGHT IN ENGLISH & ARABIC



WHO SHOULD TAKE THIS COURSE?

The Certificate in Fashion PR & Events is Ideal for those wanting to explore careers in the fledgling PR & Events Industry or those wanting to understand PR for their business, brand or styling consultancy.



COURSE INTRODUCTION

The Fashion PR & Events course is developed to give fashion enthusiasts insights into press outreach, event management, stylist and celebrity product placement, influencer seeding, content creation and campaign management. From creating a PR strategy and organizing events to collaborating with relevant personas, individuals will gain key skills to pursue a career in Fashion Events & Public Relations.

At the end of the course, students will receive an assured internship with agency FLARE PR Egypt.

Students will also receive ongoing support as they get access to join a global community of alumni and industry insiders through the FAD & the StyleSchool network.



COURSE MENTOR

Italian-Egyptian Ingy Yousri Ismail founded her own boutique agency after eleven years of experience in London, Milan and Florence within the fashion industry, managing global communication departments for the likes of Salvatore Ferragamo, Aquazzura and Diesel.

She left the corporate fashion industry and returned to her home country eager to contribute to the growth of the fashion industry within the region. She founded FLARE PR, taking advantage of the skills she acquired from her experience as well as her contacts and invested them into a private business that helps empower emerging brands to find their place in this fast-paced competitive industry.

COURSE MODULES

The course covers learning on the following topics.

- Understanding PR in Fashion
- What is the Fashion PR Process
- What is the role of a Fashion PR Manager
- How to strategize & execute media management
- How to work on collaborations
- How to manage & execute celebrity placements
- How to organize influencer placements
- How to manage multiple clients & accounts
- Generating reports for PR Activities
- Understanding pricing and costing for various PR activities
- How to create & build a PR plan



HOW IS THE COURSE DELIVERED?

The Fashion PR & Events course is delivered and engineered by industry veterans and professionals, providing you an inside overview of the Fashion PR & Events Industry.



COURSE DURATION

Course Duration: 5 Days

The total duration of the course is 5 days, and working professionals and students have the opportunity to pursue the course in the evenings & the weekend.

CERTIFICATION

Certificate in Fashion PR & Events by FAD Dubai & StyleSchool.

ENTRY REQUIREMENTS

There is no minimum education requirement, individuals with a commitment and passion for the creative industry are encouraged to register.

CAREER OPPORTUNITIES

On successful completion of the course, individuals can explore careers as:

- PR Specialist
- Key Account Manager in a PR Firm
- In-house Public Relations Professional for Brand / Company
- Fashion Editor
- Social Media Manager
- Event Planner
- Influencer Manager



Additional Information & Enrolment Process

How to Enrol

Kindly fill the online enquiry form or the online enrollment form to receive further details on the course, dates, curriculum & fees. On receipt of the same, you will receive a conditional offer letter confirming your seat.

Your seat will be confirmed on payment of fees via bank transfer or online through a credit/debit card.

Fees will be refunded in full only if the course is cancelled by us due to any unforeseen circumstances.

Can I speak to a counsellor for more details?

Yes, you can request for a one-one call or web info session with an academic counsellor.

Please WhatsApp us on 00971 523672638 or fill the online enquiry to receive a call to support you with further details.



Frequently Asked Questions

Q: How are we being tutored?

You will be tutored by industry professionals over 5 days.

Q: Will I receive a certificate for completion?

Yes, you will receive a certificate of completion from FAD Dubai & StyleSchool.

Q: What is the duration of the course?

The course will be held over a period of 5 Days.

Industry Tutored Practical Learning

#1

Practical Training in your City

International quality learning giving working professionals and students the opportunity to pursue the course in the evenings & the weekend to achieve professional or personal objectives.

#2

Industry Tutors

Each program is delivered and engineered by industry veterans and professionals, providing you an inside overview of the business.

#3

FAD Dubai & StyleSchool Certified

The programs are constructed on globally recognized modules and certified FAD Dubai & StyleSchool.



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