



Ellen Gunning

The PR Training Academy

Ellen Gunning has worked in PR for over 30 years, and is author of the core text – Public Relations a practical approach (3rd edition, Macmillan International Higher Education, 2018). She founded The PR Training Academy in 2019. The company provides bite-sized, online communications training to PR professionals worldwide, with courses including shooting smartphone video footage, writing feature articles, creating podcasts, etc.

Ellen commissioned independent research in 2017/18 to identify the issues and trends that were percolating in the PR industry globally. The PR Training Academy was created in response to that research and provides training which is Just In Time and Just Enough for professionals working in this fast-paced industry.

The PR Training Academy has grown to include a team of highly-skilled content creators, technicians and relationship managers. Their courses have been endorsed by IPRA, the International Public Relations Association, who have also partnered with them to provide training to their 12,000 strong worldwide membership. They are also a member of EADL, the European Association of Distance Learning whose members teach in excess of five million online students each year. The company won a Gold Stevie from the American Business Association for PR Innovation of the Year 2020.

The PR Training Academy is currently providing courses to SMEs and members of the PR community across three continents – Europe, America and Australia. It has recently completed a pilot programme offering training skills to refugees in camps in Malawi, Afghanistan, Zambia and Kenya.

www.prtrainingonline.com

