

# € TRAINING

Corporate Communications





# Corporate Communications

## Introduction:

This training program provides a comprehensive understanding of strategic communication principles and practices within organizational contexts. Through theoretical learning and practical exercises, it will equip individuals with the skills needed to navigate complex communication challenges and achieve organizational objectives.

## Program Objectives:

At the end of this program, participants will be able to:

- Utilize a variety of methods and equipment to put in place a successful corporate communication campaign.
- Plan and carry out internal and external business communication strategies.
- Recognize and use corporate communication specialties.
- Utilize corporate communication when creating new organizational structures.
- Adapt to the many internal communication channels available.

## Targeted Audience

- Managers.
- Supervisors.
- Officers with experience in public relations.
- Staff members looking to gain a thorough understanding of corporate communication.

## Program Outline:

### Unit 1:

#### Foundations of corporate communication:

- Definition of corporate communication.
- Define and explore the concept and history of corporate communication.
- Differentiation between vision, mission, and objectives.
- Corporate communication in a changing environment.

- The new media landscape: challenges and opportunities.
- Stakeholder management and communication, Stakeholder engagement.
- Definitions of Corporate Identity, Branding, Reputation.
- Importance of corporate identity and reputation.
- Aligning identity, image, and reputation.

## Unit 2:

### Developing your corporate communication strategy:

- Corporate communication strategy and strategic planning.
- Global aspects of corporate communication.
- A high and low-context culture, Cross-cultural aspects of audiences.
- Planning and executing communication programs and campaigns.
- Research, measurement, and evaluation.
- Measuring corporate reputation.
- Theories on measuring the effects of communication.

## Unit 3:

### Specialist areas in corporate communication:

- Media relations, Journalism and news outlets.
- Detect what constitutes news.
- The various effects of news coverage on corporate communication.
- Employee communication and organizational identification.
- New media, new communication.
- Benefits and challenges of using social media.
- Issues management, Communication in times of crisis.

## Unit 4:

### New developments in corporate communication:

- Leadership and change communication.
- Effective leadership communication.
- Corporate social responsibility CSR and community relations.
- The case for CSR.
- Communicating about CSR.
- The 8 areas of focus for CSR.
- CSR and PR.

## Unit 5:

### The communication of organizations:

- Corporate communication.
- Marketing communication.
- Internal communication.
- Organizing communication.