

# € TRAINING

Seminar: Public Relations & Corporate  
Communications



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## Introduction:

Public Relations and Communications are at the heart of the business performance. Modern methods, tools, and channels have greatly increased the speed at which communications can be experienced, from local to global.

## Course Objectives:

At the end of this course the participants will be able to:

- Set Corporate Affairs in strategic anticipatory and effective context
- Develop an understanding of stakeholder programs for regular, focused communication
- Examine the development of Corporate Affairs tools
- Understand the development of strategy/plans/tactics and coordinate these
- Evaluate and the use of research
- Learn the tools and techniques required to manage reputation in a complex media environment
- Manage knowledge within the business for effective media management
- Shape external perceptions of their organization by first-class corporate internal communications
- Develop a strategic approach and a clear plan of action

## Targeted Audience:

- Corporate Communications Practitioners and/or Managers
- Public Relations Officers and/or Managers
- Marketing Officers and/or Managers
- Digital and Social Media Specialists
- Internal Communications Practitioners
- Professionals Wanting to Improve Communications in Their Areas of Responsibility

## Course Outlines:

### Unit 1: The Power of Communication:

- Goal setting
- Corporate Affairs and Public Affairs approaches
- Corporate identity and image
- Corporate communications overview and strategy
- External reputation management Communication as a change agent
- Communication as a goal for all managers

### Unit 2: Risks and Threats: Their Identification and Management:

- Single issue politics
- Special interest groups
- Whistleblowers and the rules of disclosure
- External opinion formers

- Cause-related PR and core values
- Campaigns, their design, and planning
- A crisis management toolkit
- Stakeholder interest inventories
- Opinion former networks

### Unit 3: Powerful and Persuasive Action Planning:

- Measurement of performance: bottom-line impact
- Translating strategy to tactics
- Horizons for PR and corporate affairs development
- Tools and Techniques summary: a tactical inventory
- Recruiting allies: a networking approach
- Justifying the plan and convincing top management
- Making the most of other disciplines to maximize results
- Individual and group consultancy
- Further sources of help and information