

€ TRAINING

Public Relations & Corporate
Communications



30 September -
4 October 2024
Amsterdam (Netherlands)



Public Relations & Corporate Communications

REF: X346 DATE: 30 September - 4 October 2024 Venue: Amsterdam (Netherlands) - Fee: 5565 Euro

Introduction:

The Public Relations & Corporate Communications program focuses on developing comprehensive strategies for managing organizational reputation and fostering positive relationships with stakeholders. Participants learn to leverage various communication channels and platforms to align organizational goals with stakeholder interests and enhance corporate image and reputation.

Program Objectives:

At the end of this program 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 coordinating these.
- Evaluate and the use of research and Develop a strategic approach and a clear plan of action.
- 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.

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.

Program 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:

From the Inside Out: Crafting Consistent Messages:

- Internal Communications Strategies.
- Recognizing Family and Friends as Stakeholders.
- Assessing Emotional Capital Metrics.
- Mapping and Monitoring Communication Channels.
- Setting Internal Communication Goals.
- Leveraging New Media for Rapid Interaction.
- Engaging Champions, Opinion Formers, and Incentives.

Unit 3:

Risks and Threats: Their Identification and Management:

- Single-Issue Politics Dynamics.
- Special Interest Group Dynamics.
- Whistleblowing and Disclosure Regulations.
- Engaging External Opinion Formers.
- Cause-Related PR and Core Values Alignment.
- Campaign Design and Planning.

- Crisis Management Strategies.

Unit 4:

Corporate Affair/PR in the Corporate Mix:

- PR Integration in Communications and Marketing Mix.
- Direct Response PR Strategies.
- Financial PR Tactics.
- Strategic Role of PR in Business Strategy.
- Brand PR Initiatives.
- Measurement Techniques for Persuasion Evaluation.
- Integrating PR and Marketing Plans.

Unit 5:

Powerful and Persuasive Action Planning:

- Performance Measurement: Bottom-line Impact.
- Strategy to Tactics Translation.
- PR and Corporate Affairs Development Horizons.
- Tactical Inventory: Tools and Techniques Summary.
- Recruiting Allies: Networking Approach.
- Convincing Top Management and Plan Justification.
- Maximizing Results through Interdisciplinary Collaboration.