

€ TRAINING

Corporate Communications



23 - 27 June 2025
Vienna (Austria)



Corporate Communications

REF: Q2087 DATE: 23 - 27 June 2025 Venue: Vienna (Austria) - Fee: 5940 Euro

Introduction:

Corporate communications refers to the strategies and processes organizations use to manage internal and external messaging, ensuring clear, consistent, and effective communication with employees, stakeholders, and the public. This training program is designed to provide a comprehensive understanding of strategic communication principles and practices within organizational contexts. Through it, participants will be equipped 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 and history of corporate communication.
- Differentiating between vision, mission, and objectives.
- Corporate communication in a changing environment.

- The new media landscape: challenges and opportunities.
- Stakeholder management, engagement, and communication.

Unit 2:

Developing Your Corporate Communication Strategy:

- Strategic planning for corporate communication.
- Global communication and cultural considerations.
- Planning and executing communication campaigns.
- Research, measurement, and evaluation of communication.
- Measuring corporate reputation and communication effectiveness.

Unit 3:

Specialist Areas in Corporate Communication:

- Media relations and journalism.
- Effects of news coverage on corporate reputation.
- Employee communication and organizational identification.
- New media and social media communication.
- Crisis communication and issues management.

Unit 4:

New Developments in Corporate Communication:

- Leadership and change communication.
- Effective leadership communication strategies.
- Corporate social responsibility CSR and community relations.
- Communicating CSR initiatives and their benefits.
- Integrating CSR into public relations practices.

Unit 5:

The Communication of Organizations:

- Corporate communication principles.
- Marketing communication strategies.
- Internal communication methods and channels.
- Organizing and structuring communication efforts.
- Aligning communication practices with organizational goals.