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PUBLIC RELATIONS | PR-012

Public Relations & Corporate Communications

UK
+44 33 000 111 90
info@informatech.co.uk
https://informatech.uk
63-66 Hatton Garden Hatton Garden
EC1N 8LE , London

NL
+31 85 74 444 46
info@infomatech.nl
https://infomatech.nl
Waarderweg 50 - 2031PB
Haarlem - Netherlands

Course content

Why Attend

Why Attend Strong public relations and corporate communications are essential for protecting reputation, building trust, engaging stakeholders, and supporting business growth. In today's fast-moving environment, organizations must communicate clearly with employees, customers, media, regulators, and the public while managing risks and maintaining credibility. This course provides participants with practical tools to design communication strategies, strengthen stakeholder relationships, and deliver measurable PR impact.

Course Methodology This course uses an interactive and practical approach through presentations, case studies, group discussions, communication planning workshops, role plays, and real organizational examples.

Course Objectives

- Understand modern public relations and corporate communication practices
- Build strong organizational identity and reputation
- Develop clear and consistent communication messages
- Improve stakeholder engagement and audience targeting
- Manage reputational risks and communication crises
- Strengthen media, influencer, and leadership communications
- Create measurable PR and communication plans
- Use digital and AI tools to improve communication outcomes

Target Audience

- Public Relations Professionals
- Corporate Communication Managers
- Marketing Managers
- Government Relations Staff

Course content

Target Audience

- Senior Executives
- Media Relations Teams
- Anyone responsible for stakeholder communications

Target Competencies

- Public Relations
- Corporate Communication
- Reputation Management
- Media Relations
- Crisis Communication
- Stakeholder Engagement
- Strategic Planning
- Content Development

Course outline

Day 1: Strategic Communication and Reputation Building

- Opening exercise: communication goals and expectations
- The strategic role of PR in modern organizations
- When and how PR creates business value
- Building corporate identity, image, and trust
- Strengthening external reputation and community standing
- Leadership responsibilities in communication management
- Communication trends shaping the profession

Course content

Course outline

Day 2: Internal Communication and Message Development

- Employee and employer communication expectations
- Audience mapping, segmentation, and prioritisation
- Using AI tools for communication planning and targeting
- Stakeholder communication journeys and touchpoints
- Personalised communication strategies
- Storytelling techniques that build engagement
- Empowering employees as brand ambassadors through social media
- Writing clear, high-impact content
- Building trust with senior leadership audiences

Day 3: Risk, Reputation, and Influence Management

- Preparing for unexpected communication challenges
- Using communication to reduce reputational risk
- Recovering from damaged reputation scenarios
- Identifying influencers and opinion leaders
- Engaging regulators and decision-makers effectively
- Building long-term relationships with key stakeholders
- VIP and government engagement programmes
- Monitoring policy and political developments

Day 4: Media Relations and Corporate Communication Delivery

- Best practices in media relations and journalist engagement
- Events management and modern event technology trends

Course content

Course outline

- Building a practical crisis communication toolkit
- Managing executive and VIP visits professionally
- Protocol and business etiquette in practice
- Financial communications and investor-facing messaging
- Global and multicultural communication challenges

Day 5: PR Planning, Measurement, and Performance

- End-to-end stages of PR campaign planning
- Using AI to improve planning efficiency
- Research methods for communication planning
- Setting measurable communication objectives
- Developing key messages and communication toolkits
- Building activity calendars and execution schedules
- Measuring outputs, outcomes, and communication value
- Final workshop: Build a PR communication plan

Seminar dates

Available seminar dates

Live dates and pricing for Public Relations & Corporate Communications generated from the course details page.

Date	Location	Format	Fee
9 - 13 November 2026	Kuala lumpur - Malaysia	Classroom	**€1,800.-**
16 - 20 November 2026	Amsterdam - Netherlands	Classroom	**€3,400.-**
7 - 11 December 2026	London - U.K	Classroom	**€3,360.-**
14 - 18 December 2026	Kuala lumpur - Malaysia	Classroom	**€1,800.-**
21 - 25 December 2026	Amsterdam - Netherlands	Classroom	**€3,400.-**
18 - 22 January 2027	Barcelona - Spain	Classroom	**€3,080.-**
15 - 19 February 2027	Paris - France	Classroom	**€3,600.-**
15 - 19 March 2027	Munich - Germany	Classroom	**€3,400.-**
19 - 23 April 2027	Barcelona - Spain	Classroom	**€3,080.-**
17 - 21 May 2027	Kuala lumpur - Malaysia	Classroom	**€1,800.-**
21 - 25 June 2027	Munich - Germany	Classroom	**€3,400.-**
19 - 23 July 2027	Barcelona - Spain	Classroom	**€3,080.-**
16 - 20 August 2027	London - U.K	Classroom	**€3,360.-**
20 - 24 September 2027	Barcelona - Spain	Classroom	**€3,080.-**
18 - 22 October 2027	Munich - Germany	Classroom	**€3,400.-**
15 - 19 November 2027	London - U.K	Classroom	**€3,360.-**
20 - 24 December 2027	Munich - Germany	Classroom	**€3,400.-**