

# Public Relations and Corporate Communications

## Course

### Venue Information

---

**Venue:** London UK

**Place:**

**Start Date:** 2026-12-08

**End Date:** 2026-12-12

### Course Details

---

**Net Fee:** £4750.00

**Duration:** 1 Week

**Category ID:** P,CS,SAMC

**Course Code:** P,CS,SAMC-28

### Syllabus

---

## Course Syllabus

### Introduction

PR and Communications are at the heart of business performance. Modern methods, tools and channels have greatly increased the speed in which communications can be experienced, from local to global. In this programme you will learn:

- The tools and techniques required to manage reputation in a complex media environment
- How to manage knowledge within the business for effective media management
- How to shape external perceptions of your organisation by first class corporate internal communications
- How to develop a strategic approach and a clear plan of action

- Examining the development of corporate / brand tools
- Understanding the development of strategy/plans/tactics and co-ordinating these
- Evaluation and the use of research

## **Content**

### **Day one**

#### **Introduction and Welcome: The Power of Communication**

- Introduction and welcome
- Course programmed, design and options
- Opening exercise: 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 goal for all managers

### **Day two**

#### **From the Inside Out: Crafting Consistent Messages**

- Internal communications
- Family and friends as Stakeholder
- Measuring emotional capital
- Communications channels mapping and monitoring
- Setting internal communications goals
- New media for rapid interaction
- Champions, opinion formers and incentivisation
- The place of the company magazine/newsletter
- The multinational internal communications programme
- Commitment from internal decision makers

### **Day Three**

#### **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

### **Day Four**

- Direct response PR

- Financial PR
- PR and strategy
- Brand PR
- Persuasion measurement techniques
- Integrating PR/Communications and marketing plans
- The art of leveraging
- Corporate affairs and customer relations

## **Day Five**

### **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 maximise results
- Individual and group consultancy
- Further sources of help and information