

aractech

Global Learning for Operational Leaders



PUBLIC RELATIONS | PR-012

Public Relations & Corporate Communications

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Course content

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

Target Audience

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

Course outline

Detailed course outline

Day-by-day outline for Public Relations & Corporate Communications.

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

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

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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

Day 4 - Media Relations and Corporate Communication Delivery

- Best practices in media relations and journalist engagement
- Events management and modern event technology trends
- Building a practical crisis communication toolkit
- Managing executive and VIP visits professionally
- Protocol and business etiquette in practice
- Financial communications and investor-facing messaging

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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

Seminar dates

Available seminar dates

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

Date	Location	Format	Fee
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