BLACKBIRD FOR TRAINING

Public Relations and Corporate Communication

25 – 29 January 2027
Rome (Italy)

Public Relations and Corporate Communication

Ref: 3140_132177 **Date:** 25 – 29 January 2027 **Location:** Rome (Italy) **Fees:** 5200 GBP

Introduction

In today's dynamic world, public relations workshop professionals are essential in various sectors, including business, government, and nonprofit organizations. The goal of the "Public Relations and Corporate Communications" course is to help participants develop creative skills for managing corporate communicationsstrategies and public relations. This course will establish the importance of public relations within the company and enhance corporate communications. Participants will integrate the course content into an action plan, which can then be discussed with senior management.

Course Objectives

By the end of the course, participants will be able to:

- Understand and analyze public relations and other forms of business communication.
- Design and manage a company's image, publicity, and all aspects of business communication.
- Develop and implement public relations programs and media campaigns.
- Be familiar with global trends and international standards governing the industries of public relations and media.
- Effectively manage corporate communications and public relations strategies.
- Build strategies for executing successful public relations campaigns and measure their impact.

Course Outlines

Day 1: The Nature of Public Relations and Its Intersection with Media and Journalism

- Overview of business communication and public relations.
- The Six-Point Model of Public Relations Planning.
- How media and journalism fit into public relations.
- Managing relationships with traditional media and electronic media.
- Understanding the importance of the audience in corporate communication.
- Setting objectives and designing effective communication strategies.
- Budgeting: resources, time, materials, and finances.
- Evaluating the success of communication programs.

Day 2: Press Releases and News Releases, International Standards

- Media handling strategies.
- Difference between press releases and news releases.
- Writing a press release using the 6 C's of communication.
- The journalistic code of truth.
- Ethics in public relations: PRSA Code and industry standards.
- Measuring public opinion.
- Propaganda models of communication and handling media during crises.

Day 3: Business Communication and Public Relations as a Part of It

- Corporate communication and public relations.
- Comparing marketing communications with public relations.
- Managing internal audience relations employees within corporate communication.
- Consumer relations and managing effective customer relationships.
- Managing relations with multicultural communities.
- Government relations and international relations.

Day 4: Globalization and Its Effect on Public Relations

- The impact of globalization and technology on public relations.
- Managing social media platforms effectively.
- The multimedia age of business communication.
- The role of events in public relations.
- Types and purposes of events in public relations.
- Integrating corporate social responsibility CSR into the communication strategy.
- Building a supportive community for your organization's core message.

Day 5: Designing a Unified Campaign Theme, Bringing It All Together

- Understanding core messages and creating an integrated campaign.
- Assessing the need for public relations efforts and researching your audience.
- Planning campaigns with high-quality standards and a focused theme.
- Selecting the best strategy to communicate your message.
- Implementing and evaluating the campaign's effectiveness.
- Ensuring consistent messaging throughout all stages.
- Virtual campaign design based on participants' professional backgrounds.

Why Attend this Course: Wins & Losses!

- Enhance Public Relations Skills: Learn to design and implement effective public relations strategies that align with organizational goals.
- Manage Corporate Image: Gain the ability to design and manage the corporate image and publicity through successful public relations campaigns.
- Apply International Standards: Understand how to apply global standards in public relations and media.
- Effective Crisis Management: Learn how to handle media relations during times of crisis and mitigate potential damage.
- Comprehensive Strategy for Media Handling: Master media strategies and corporate communications to strengthen relationships with external stakeholders.

Conclusion

The "Public Relations Workshop and Corporate Communications" course is an excellent opportunity for professionals who want to enhance their public relations and corporate communication skills. By applying best practices in public relations, participants will gain the tools needed to design successful campaigns, manage their company's corporate image, and develop strategies for communication that resonate with their audience. Participants will leave the course equipped to design, implement, and evaluate public relations campaigns that make a measurable impact on their organization's success.