Virtual Leadership in Marketing and Public Relations

25 – 29 January 2027
Lyon (France)



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Introduction

The rapid digital transformation of the modern workplace has redefined how leadership is practiced—especially across marketing and public relations functions. In the Middle East and North Africa, leaders are now expected to manage remote teams, drive brand reputation online, and lead with agility and communication effectiveness in increasingly virtual environments.

This program is tailored for executives, department heads, team leaders, and professionals working across key sectors such as oil and gas, banking and finance, telecommunications, public administration, human resources, project management, and marketing. Whether you're at an early or advanced stage in your career, this course equips you with the tools to lead virtually while building strategic communication and marketing plans that align with your organization's goals.

Participants will gain hands-on knowledge on how to maintain high-performing virtual teams, execute impactful online campaigns, and protect and promote their institutional brand in today's fast-changing digital reality.

Course Objectives

- Understand the fundamentals of virtual leadership in dynamic work environments.
- Apply digital marketing tools to support strategic decision-making.
- Strengthen communication skills for remote team management.
- Build impactful public relations strategies for digital channels.
- Design and execute brand-aligned virtual campaigns.
- Manage institutional reputation in online platforms and crises.
- Motivate and engage dispersed teams using digital tools.
- Utilize key performance indicators to measure campaign and leadership effectiveness.
- Integrate leadership, marketing, and PR functions into one cohesive virtual approach.
- Address cultural and logistical challenges in virtual leadership contexts.



Course Outlines

Day 1: Foundations of Virtual Leadership

- Introduction to virtual leadership principles and mindsets.
- Key differences between traditional and remote leadership models.
- Technical and soft skills required for virtual management.
- Behavioral challenges of managing distributed teams.
- Tools for organizing and leading virtual meetings effectively.
- Practical session: Self-assessment of personal virtual leadership style.

Day 2: Strategic Digital Marketing for Leaders

- Building digital marketing strategies aligned with institutional objectives.
- Identifying and analyzing digital audience segments.
- Crafting persuasive and leadership-driven marketing messages.
- Using data analytics to drive campaign decisions.
- Integrating leadership goals into digital marketing content.
- Workshop: Drafting a digital marketing plan for a real-world scenario.

Day 3: Public Relations in the Virtual Era

- Role of online PR in digital reputation management.
- Writing impactful media releases for digital distribution.
- Building narrative-driven campaigns in virtual spaces.
- Crisis communication and real-time response in digital media.
- Leveraging media relationships and influencers online.
- Group task: Developing a virtual PR campaign for an organizational initiative.

Day 4: Building a Digital-First Organizational Culture

- Strengthening internal communication in virtual settings.
- Fostering team spirit and loyalty in remote environments.
- Structuring internal digital communication channels.
- Establishing a strong digital brand identity for leaders and organizations.
- Navigating cross-cultural differences in virtual teams.
- Practical activity: Designing a virtual communication and engagement strategy.



Day 5: Final Projects and Performance Evaluation

- Understanding and using performance metrics in virtual leadership and campaigns.
- Analyzing campaign results with digital dashboards and feedback tools.
- Review of best practices and case studies from leading institutions.
- Presentation of participants' projects and expert feedback.
- Action planning: Personal virtual leadership roadmap.
- Course recap and individual strategy reflection.

Why Attend this Course: Wins & Losses!

- Build critical virtual leadership skills relevant to your industry and role.
- Enhance your ability to manage marketing and PR in digital-first environments.
- Gain practical tools for team management, reputation building, and engagement.
- Learn from real-world examples and regionally relevant case studies.
- Apply insights immediately to current organizational challenges.
- Increase your effectiveness in cross-functional and cross-cultural settings.
- Strengthen your personal and institutional digital branding.
- Earn a professional certification that boosts your career development.

Conclusion

Virtual leadership in marketing and public relations is no longer a niche skill—it is a strategic necessity. As organizations across the region shift toward hybrid and fully digital models, leaders must be prepared to influence, engage, and innovate beyond physical office walls.

This course provides a comprehensive framework combining leadership, communication, and digital marketing in a way that empowers professionals to lead confidently and effectively in virtual contexts. Participants leave not only with knowledge but with tangible strategies ready for implementation—enabling real transformation at both individual and institutional levels.

