

Public Relations Professional

30 November – 4 December 2026
Amsterdam (Netherlands)

UK Training

PARTNER

A photograph of chess pieces on a checkered board. In the foreground, a large gold king piece stands prominently on a dark square. To its left, a silver pawn piece is on a light square. Further back, another silver pawn piece is visible on a light square. The background features concentric circles radiating from behind the king piece, creating a sense of depth and focus.

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Ref: 3269_291323 **Date:** 30 November – 4 December 2026 **Location:** Amsterdam (Netherlands) **Fees:** 5200 GBP

Introduction

In today's fast-paced business world, Public Relations PR and Corporate Communications play a pivotal role in ensuring organizational success. With the rise of new tools, methods, and communication channels, the speed at which messages travel from local to global has significantly increased. This course delves into various corporate communication tools and models while highlighting the role of key stakeholders in public relations processes. By exploring these aspects, the program aims to provide participants with the knowledge to manage both broad organizational communication and specialized disciplines within PR and corporate communications.

Course Objectives

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

- Understand Corporate Affairs and its strategic context within public relations and communications.
- Develop and implement stakeholder communication programs that ensure focused and regular engagement.
- Analyze and create tools to improve corporate affairs and communication efforts.
- Learn how to coordinate strategy, planning, and tactical communications.
- Use research effectively to guide public relations activities and decision-making.

Course Outlines

Day 1: The Power of Communication

- Overview of the program design and goals for public relations professionals.
- Understanding the Big Picture: Overview of PR strategies and when to use public relations.
- Establishing a positive corporate identity and image.
- Building a reputation as a neighbour of choice: Managing external reputation.
- The role of leadership in managing corporate communications.

A decorative graphic in the bottom right corner featuring a chessboard with several chess pieces (a king, a queen, and a pawn) and concentric circles radiating from behind them.

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Day 2: From the Inside Out: Crafting Consistent Messages

- Understanding the expectations of both employees and employers.
- Segmenting and prioritizing audiences to ensure effective communication.
- Mapping out the stakeholder communication journey.
- Storytelling: Crafting narratives that capture attention and drive action.
- Leveraging social media to empower employees.
- Steps to create clear, impactful content that drives trust and credibility with senior leaders.

Day 3: Risks & Threats: Their Identification and Management

- Planning for unforeseen challenges and managing risks to reputation.
- Using communication to repair a damaged reputation.
- Identifying opinion formers and influencers in the industry.
- Engaging key decision-makers and building relationships with them.
- Principles of building sustainable relationships with decision-makers and influencers.
- VIP and political contact programs: Managing sensitive communication in political contexts.

Day 4: Corporate Communications/PR in the Corporate Mix

- Media relations best practices and how to maintain effective media contacts.
- Managing and executing successful events.
- Developing a crisis management toolkit for potential PR emergencies.
- Hosting VIP visits and ensuring proper protocol.
- Financial PR activities and managing communication with multinational and global challenges.

Day 5: Powerful and Persuasive Planning

- 10 stages of PR planning: Comprehensive steps to strategic PR development.
- Using market research to shape and guide PR strategies.
- Creating measurable objectives for PR activities.
- Defining and articulating core messages for the organization.
- Developing practical communication toolkits for successful campaign execution.
- Creating a schedule of PR activities and measuring outputs, outcomes, and value.

Why Attend this Course: Wins & Losses!

- **Develop Key PR Skills:** Learn to craft effective communication strategies that build a strong corporate reputation.
- **Professional Development:** Gain a deeper understanding of how to develop as a public relations professional and create successful communication plans.
- **Hands-On Learning:** The course offers practical tools and methods for managing public relations and corporate communication effectively.
- **Strategic Leadership:** Learn how to guide corporate affairs with a strategic vision that integrates stakeholder management and communication.
- **Crisis Management Skills:** Understand how to address and manage potential risks to your organization's reputation through effective communication and media relations.

Conclusion

This course provides public relations professionals with the tools, techniques, and strategies necessary for successful corporate communication. Whether you're looking to enhance your public relations career or deepen your understanding of stakeholder relations, this training will help you develop a strategic communication plan and gain essential insights into managing your organization's reputation effectively. By mastering the concepts and skills presented in this course, you'll be ready to take your professional development as a public relations expert to the next level.

A graphic of a chessboard with several chess pieces (a king, a queen, and a pawn) on it, set against a background of concentric circles.

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