MasterClass in Governance & Corporate Affairs

6 – 10 September 2027
Baku (Azerbaijan)

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Introduction

The Corporate Affairs and Governance Masterclass provides a deep dive into the essential roles and responsibilities of the Corporate Affairs function, focusing on its pivotal involvement in Governance processes across organizations. This training course explores global best practices, including Leadership in Corporate Governance, Compliance Management, and Integrated Risk Management ERM frameworks. Participants will gain insight into international Corporate Governance standards, including the King IV Report on Corporate Governance, and how governance is measured and benchmarked.

This program is tailored for executives, governance leaders, and professionals in Corporate Affairs seeking to strengthen their skills in reputation management, compliance, risk management, and organizational transparency.

Course Objectives

- Master the diverse roles and responsibilities of the Corporate Affairs function.
- Understand the critical involvement of Corporate Affairs in various governance processes.
- Explore a generic governance model based on universal principles adaptable to any organization.
- Gain in-depth knowledge of the GRC perspective Governance, Risk, and Compliance and its application.
- Learn how to design and implement an effective compliance program.
- Understand the Risk Management Framework and its processes, including Enterprise Risk Management ERM.
- Analyze governance assurance and control mechanisms, including the Three Lines of Defense model.
- Learn about the King IV Corporate Governance standard and its guiding principles.
- Understand the role of Corporate Affairs in governance disclosure and reporting.



Course Outlines

Day 1: Corporate Affairs Fundamentals

- Definition and scope: What is Corporate Affairs?
- Key responsibilities: Stakeholder relations, reputation management, and media relations.
- Corporate Social Responsibility CSR and its strategic value.
- The role of Corporate Affairs in strategic decision-making.
- Government and global Corporate Affairs relations.

Day 2: Principles of Corporate Governance

- What is Corporate Governance and why is it essential?
- Core principles of good governance: The 4 P's of Corporate Governance.
- The Plan-Do-Check-Act PDCA principles.
- The involvement of Corporate Affairs in achieving Corporate Governance excellence.

Day 3: Governance, Risk, and Compliance GRC Perspective

- Overview of the GRC framework.
- Elements of an effective compliance program and compliance management.
- Risk management: Processes, frameworks, and integration into ERM.
- Best practices for risk mitigation and management in governance.

Day 4: GRC Assurance, Reporting, and Control

- Governance Assurance and Control mechanisms.
- The Three Lines of Defense model.
- Roles of internal and external audits in governance.
- The Integrated Reporting Framework and its benefits.
- Strategic involvement of Corporate Affairs in GRC reporting.

Day 5: Governance Standard Codes and Measurement

- Overview of King IV Report on Corporate Governance.
- King IV Guiding Principles and recommended practices.
- Methods for governance benchmarking and measurement.
- The role of Corporate Affairs Executives in upholding governance standards.



Why Attend this Course: Wins & Losses!

- A comprehensive understanding of Corporate Governance frameworks and their application.
- Enhanced leadership skills in Corporate Affairs and governance processes.
- Practical knowledge of Enterprise Risk Management ERM and Compliance Management.
- Insight into global best practices, including King IV and ISO standards.
- Mastery of reputation management, stakeholder relations, and CSR strategies.

Conclusion

This Corporate Affairs and Governance Masterclass is designed to equip professionals with the tools and knowledge to excel in the ever-evolving landscape of governance and compliance. Whether you're a governance leader, Corporate Affairs executive, or aspiring professional, this course provides actionable insights into governance best practices, risk management, and compliance strategies.

With a strong focus on international standards like King IV and practical frameworks like ERM, attendees will be well-prepared to navigate complex challenges and drive organizational success.

