BLACKBIRD FOR TRAINING

Advanced Corporate Communication

Barcelona (Spain)

5 - 9 May 2025

Advanced Corporate Communication

Code: PS28 From: 5 - 9 May 2025 City: Barcelona (Spain) Fees: 4400 Pound

Introduction

Nowadays, we are experiencing many high-profile scandals in the corporate world. Such scandals create a tough environment for organizations to conduct business, maintain effective communication, and safeguard a positive image and reputation. Corporate Communication is based on the belief that sustainable communication is essential for the health of organizations. In this course, we introduce and discuss the theories, tools, and perspectives of corporate and organizational communication to be used to enhance participants development as communication professionals with the practical insight to deal with complex communication issues in modern organizations within a company as well as externally.

Course Objectives of Advanced Corporate Communication

- Define corporate communication.
- Apply different techniques and tools to implement an effective corporate communication program.
- Plan and execute corporate communication programs and campaigns internally and externally.
- Identify and utilize specialist areas in corporate communication.
- Employ corporate communication in new organizational developments.
- Adapt to various avenues of communication within the organization.

Advanced Corporate Communication Course Outlines

Day 1

Foundations of corporate communication

- Definition of corporate communication.
- Define and explore the concept and history of corporate communication.
- Differentiation between vision, mission, and objectives.
- Corporate communication in a changing environment.
- The new media landscape: challenges and opportunities.
- Stakeholder management and communication.
- Stakeholder engagement.
- Definitions of Corporate Identity.
- Branding.
- Reputation.
- Importance of corporate identity and reputation.
- Aligning identity, image, and reputation.

Day 2

Head Office: +44 7480 775 526
Email: Sales@blackbird-training.com
Website: www.blackbird-training.com

Developing your corporate communication strategy

- Corporate communication strategy and strategic planning.
- Global aspects of corporate communication.
- High and low-context culture.
- Cross-cultural aspects of audiences.
- Planning and executing communication programs and campaigns.
- Research, measurement, and evaluation.
- Measuring corporate reputation.
- Theories on measuring the effects of communication.

Day 3

Specialist areas in corporate communication

- Media relations.
- Journalism and news outlets.
- Detect what constitutes news.
- The various effects of news coverage on corporate communication.
- Employee communication and organizational identification.
- New media, new communication.
- Benefits and challenges of using social media.
- Issues management.
- Communication in times of crisis.

Day 4

New developments in corporate communication

- Leadership and change communication.
- Effective leadership communication.
- Corporate social responsibility CSR and community relations.
- The case for CSR.
- Communicating about CSR.
- The 8 areas of focus for CSR.
- CSR and PR.

Day 5

The communication of organizations

- Corporate communication.
- Marketing communication.
- Internal communication.
- Organizing communication.

UK Traininig
PARTNER

Head Office: +44 7480 775 526
Email: Sales@blackbird-training.com
Website: www.blackbird-training.com

Blackbird Training Cities

Europe

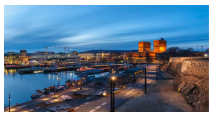
Malaga (Spain)

Sarajevo (Bosnia and Herzegovina)

Cascais (Portugal)

Glasgow (Scotland)

Edinburgh (UK)

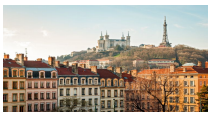

Oslo (Norway)

Annecy (France)

Bordeax (France)

Copenhagen (Denmark)

Birmingham (UK)


Lyon (France)

Moscow (Russia)

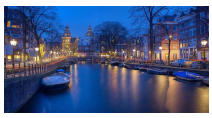
Stockholm (Sweden)

Podgorica (Montenegro)

Batumi (Georgia)

London (UK)

Istanbul (Turkey)


Amsterdam (Netherlands)

Düsseldorf (Germany)

Paris (France)

Barcelona (Spain)

Munich (Germany)

Geneva (Switzerland)

Prague (Czech)

Vienna (Austria)

Rome (Italy)

Brussels (Belgium)

Madrid (Spain)

Berlin (Germany)

Lisbon (Portugal)

Zurich (Switzerland)

Manchester (UK)

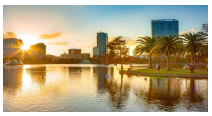
Milan (Italy)

Head Office: +44 7480 775 526
Email: Sales@blackbird-training.com
Website: www.blackbird-training.com

Blackbird Training Cities

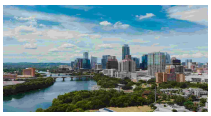
USA & Canada

Los Angeles (USA)


Orlando, Florida (USA)

Online

Phoenix, Arizona (USA)


Houston, Texas (USA)

Boston, MA (USA)

Washington (USA)

Miami, Florida (USA)

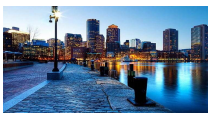
New York City (USA)

Seattle, Washington (USA)

Washington DC (USA)

In House

Jersey,New Jersey (USA)


Toronto (Canada)

Africa

Baku (Azerbaijan)
(Thailand)

Maldives (Maldives)

Doha (Qatar)

Manila (Philippines)

Bali (Indonesia)

Bangkok

Beijing (China)

Singapore (Singapore)

Sydney (Australia)

Tokyo (Japan)

Jeddah(KSA)

Riyadh(KSA)

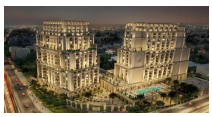
Dubai (UAE)

Kuala Lumpur (Malaysia)

Kuwait City (Kuwait)

Pulau Ujong (Singapore)

Jakarta (Indonesia)


Amman (Jordan)

Beirut (Lebanon)

Head Office: +44 7480 775 526
Email: Sales@blackbird-training.com
Website: www.blackbird-training.com

Blackbird Training Cities

Asia

Kigali (Rwanda)

Cape Town (South Africa)

Accra (Ghana)

Lagos (Nigeria)

Marrakesh (Morocco)

Nairobi (Kenya)

Zanzibar (Tanzania)

Tangier (Morocco)

Cairo (Egypt)

Sharm El-Sheikh (Egypt)

Casablanca (Morocco)

Tunis (Tunisia)

Head Office: +44 7480 775 526
Email: Sales@blackbird-training.com
Website: www.blackbird-training.com

Blackbird Training Clients

MANNAI Trading Company WLL, **Qatar**

Alumina Corporation **Guinea**

Booking.com **Netherlands**

Oxfam GB International Organization, **Yemen**

Capital Markets Authority, **Kuwait**

Waltersmith Petroman Oil Limited **Nigeria**

Qatar National Bank (QNB), **Qatar**

Qatar Foundation, **Qatar**

AFRICAN UNION ADVISORY BOARD ON CORRUPTION, **Tanzania**

KFAS **Kuwait**

Reserve Bank of Malawi, **Malawi**

Central Bank of Nigeria **Nigeria**

Ministry of Interior, **KSA**

Mabruk Oil Company **Libya**

Saudi Electricity Company, **KSA**

BADAN PENGELOLA KEUANGAN Haji, **Indonesia**

NATO **Italy**

ENI CORPORATE UNIVERSITY, **Italy**

Gulf Bank **Kuwait**

General Organization for Social Insurance **KSA**

Defence Space Administraion **Nigeria**

National Industries Group (Holding), **Kuwait**

Hamad Medical Corporation, **Qatar**

USAID **Pakistan**

STC Solutions, **KSA**

North Oil company,

EKO Electricity

Oman Broadband

UN.

Authority for

UK Traininig
PARTNER

Head Office: +44 7480 775 526
Email: Sales@blackbird-training.com
Website: www.blackbird-training.com

Blackbird Training Categories

Management & Admin

- Professional Skills
- Finance, Accounting, Budgeting
- Media & Public Relations
- Project Management
- Human Resources
- Audit & Quality Assurance
- Marketing, Sales, Customer Service
- Secretary & Admin
- Supply Chain & Logistics
- Management & Leadership
- Agile and Elevation

Technical Courses

- Hospital Management
- Public Sector
- Special Workshops
- Oil & Gas Engineering
- Telecom Engineering
- IT & IT Engineering
- Health & Safety
- Law and Contract Management
- Customs & Safety
- Aviation
- C-Suite Training

International House 185 Tower Bridge Road London SE1 2UF United Kingdom

+44 7401 1773 35
+44 7480 775526

Sales@blackbird-training.com

www.blackbird-training.com