Foundations in Communication and PR -ISOC

18 – 22 January 2027
Bordeaux (France)



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Introduction

Welcome to the Foundations in Communication and PR - ISOC course. In today's fast-paced digital world, mastering foundational communication skills and effective public relations strategies is critical for any organization seeking to build a strong reputation, engage stakeholders, and thrive in a complex media environment. This communication foundation course is designed to provide participants with comprehensive knowledge and practical tools to excel in the dynamic fields of communication and PR.

Through this course, you will explore the communication fundamentals that form the backbone of successful strategies, including crisis communication techniques, media relations, and digital engagement. Whether you're new to the field or looking to sharpen your skills, this course offers valuable insights into public relations communication strategies and crisis communication management to help you navigate today's challenges.

Course Objectives

- Understand what is the foundation of communication and its strategic role in the digital landscape.
- Explore the latest trends, technologies, and best practices in foundational communication skills and public relations strategy.
- Gain a solid understanding of communication theory and principles that drive effective PR practices.
- Learn to craft compelling messages and narratives that resonate with target audiences.
- Acquire practical skills in crisis communication, including developing a crisis communication plan.
- Understand what is crisis communication and how to manage reputational risks in the digital era.
- Explore the role of social media and digital platforms in shaping public relations communication strategies.
- Develop strategic planning skills for creating impactful PR campaigns and measuring their success.
- Enhance interpersonal and networking skills critical for thriving in communication and PR roles.
- Examine ethical considerations and challenges in communication and PR practices.
- Learn strategies for building and sustaining a strong organizational brand and reputation.



Course Outlines

Day 1: Introduction to Communication and Public Relations

- Understanding the role and importance of communication fundamentals in organizational success.
- Overview of public relations strategies and core communication theory.
- Introduction to the digital landscape and its influence on communication and PR practices.

Day 2: Strategic Communication Planning

- Developing communication objectives and strategies aligned with organizational goals.
- Audience analysis and segmentation for targeted communication.
- Crafting compelling messages and narratives as part of an effective public relations strategy.

Day 3: Media Relations and Crisis Communication

- Building relationships with journalists and media outlets using advanced PR techniques.
- Effective strategies for media pitching and securing placements.
- Introduction to crisis communication, including the crisis communication definition and key crisis communication strategies.
- Developing a robust crisis communication plan for rapid response.



Day 4: Digital Communication and Social Media Strategy

- Understanding the role of social media in public relations communication strategies.
- Creating and implementing social media campaigns that enhance brand reputation.
- Measuring the effectiveness of digital communication efforts.

Day 5: Reputation Management and Ethics in Communication

- Exploring the critical role of reputation management in public relations strategy.
- Navigating ethical challenges and dilemmas in communication and PR.
- Building strategies to foster trust and credibility with stakeholders, especially during crisis communication management.

Why Attend This Course: Wins & Losses!

- Expertise in foundational communication skills and mastering public relations communication strategies.
- A clear understanding of what is a public relations strategy and how to apply it effectively.
- Practical knowledge of crisis communication techniques and the ability to develop a comprehensive crisis communication plan.
- Enhanced ability to manage reputation and navigate media landscapes in times of crisis.
- Tools to build and sustain a strong organizational brand in the digital age.

Conclusion

By the end of this course, participants will have developed a robust understanding of communication fundamentals, crisis communication, and public relations strategy. Armed with these skills, you will be prepared to manage communication challenges, safeguard your organization's reputation, and design impactful PR campaigns. This communication foundation course will set you apart in today's competitive communication landscape, equipping you to excel in any role within the field of PR and communications.

Take the first step toward becoming a communication leader—master the art of effective messaging, crisis management, and public engagement with ISOC!

