

Media and Corporate Communications

Rome (Italy)

4 - 8 August 2025

UK Training

PARTNER



Media and Corporate Communications

Code: PR28 From: 4 - 8 August 2025 City: Rome (Italy) Fees: 4200 Pound

Introduction

In an age of fast-moving information and heightened public scrutiny, strong media and corporate communication skills are essential for building trust, protecting reputation, and engaging effectively with stakeholders. This course is designed to equip communication professionals with the tools and knowledge needed to navigate today's complex media landscape, both during routine operations and crisis situations.

Through a blend of theory, real-world case studies, and practical simulations, participants will learn how to craft compelling messages, engage with media professionals, manage internal and external communication, and maintain organizational reputation in times of uncertainty.

Course Objectives

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

- Understand the fundamentals and strategic importance of corporate communications.
- Develop and implement media relations strategies aligned with organizational goals.
- Communicate persuasively with internal teams and external audiences.
- Manage communication effectively during crises to protect brand image.
- Utilize both traditional and digital media platforms to reach target stakeholders.

Course Outlines

Day 1: Fundamentals of Media and Corporate Communications

- Introduction to Corporate Communications and Its Strategic Role
- The Evolving Role of Media in Shaping Corporate Narratives
- Communication Models and Channels: Choosing the Right Approach
- Differences Between Internal and External Communication
- Key Characteristics of Effective Communicators

Day 2: Media Relations and Messaging

- Building and Sustaining Relationships with the Media
- Crafting Core Messages and Creating Impactful Soundbites
- Writing Effective Press Releases: Format and Distribution Strategies
- Planning and Managing Press Conferences and Media Briefings
- Interview Preparation and On-Camera Techniques

Day 3: Corporate Branding and Stakeholder Engagement

- Understanding Corporate Identity, Image, and Reputation
- Stakeholder Mapping: Identifying Influence and Interest

The logo for UK Training Partner features the text 'UK Training' in a small, black sans-serif font above the word 'PARTNER' in a large, bold, black sans-serif font. The background of the logo is a stylized chessboard with several chess pieces (a king, a queen, a rook, and a pawn) in gold and silver, set against a backdrop of concentric circles.

- Storytelling Techniques for Corporate Messaging
- Creating Effective Corporate Publications e.g., Newsletters, Reports
- Strategic Use of Sponsorships, CSR, and Public Relations Campaigns

Day 4: Crisis Communication and Reputation Management

- Types of Crises and Their Communication Impacts
- Building a Comprehensive Crisis Communication Plan
- Media Handling Strategies During High-Pressure Situations
- Managing the Role of Social Media During Crises
- Post-Crisis Recovery Planning and Lessons Learned

Day 5: Digital Communication and Practical Application

- Integrating Social Media into Corporate Communication Strategy
- Planning and Executing Digital Media Campaigns
- Ethical and Legal Considerations in Corporate Messaging
- Simulation: Conducting a Live Press Conference and Interview
- Group Presentations, Peer Feedback, and Course Review

Why Attend This Course: Wins & Losses!

- Gain essential media communication skills to strengthen brand messaging.
- Enhance your ability to manage media interactions with confidence and clarity.
- Prepare your organization for crises through proactive planning.
- Improve internal alignment and external outreach using consistent, impactful communication.
- Learn how to craft compelling stories that resonate across traditional and digital platforms.

Conclusion

By the end of this dynamic course, participants will be well-prepared to take charge of their organization's communication strategy, strengthen their media presence, and lead confidently during both normal operations and crises.

They will leave with practical tools, tested techniques, and an actionable communication framework to drive stakeholder trust, protect brand reputation, and support long-term organizational success.

A graphic of a chessboard with several chess pieces. A large gold king piece is in the foreground, with a silver pawn and a gold pawn behind it. The text 'UK Training' is above 'PARTNER' which is in a large, bold, black font.

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