

Media and Corporate Communications

Washington (USA)

1 - 5 December 2025

UK Training

PARTNER



Media and Corporate Communications

Code: PR28 From: 1 - 5 December 2025 City: Washington (USA) Fees: 4700 Pound

Introduction

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

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 communications, and maintain corporate reputation during challenging situations. This program also emphasizes the importance of a solid corporate communications strategy, integrating traditional and digital media platforms to effectively reach target audiences.

Course Objectives

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

- Understand the fundamentals and strategic importance of corporate communications, including its role in brand reputation and public perception.
- Develop and implement media relations strategies that align with organizational goals and enhance media communications.
- Communicate persuasively with internal teams and external audiences, ensuring clarity and alignment with brand messaging.
- Manage communication effectively during crises, protecting brand image and minimizing damage.
- Utilize both traditional and digital media platforms to reach target stakeholders and maintain corporate reputation.
- Apply principles of public relations corporate communications to build lasting relationships with media professionals.

Course Outlines

Day 1: Fundamentals of Media and Corporate Communications

- Introduction to Corporate Communications and Its Strategic Role
- Understanding what is corporate communications and its impact on brand image
- The Evolving Role of Media Communications 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

The logo for UK Training Partner features the text 'UK Training' in a small, sans-serif font above the word 'PARTNER' in a large, bold, sans-serif font. The background of the logo is a stylized chessboard with several chess pieces (a king, a queen, and a pawn) visible.

- 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 for confident communication
- Applying creative media communications to stand out in competitive markets

Day 3: Corporate Branding and Stakeholder Engagement

- Understanding Corporate Identity, Image, and Reputation
- Stakeholder Mapping: Identifying Influence and Interest
- Storytelling Techniques for impactful Corporate Messaging
- Creating Effective Corporate Publications e.g., Newsletters, Reports
- Strategic Use of Sponsorships, CSR Initiatives, and Public Relations Campaigns
- Integration of Corporate Communications Services to support business goals

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 for sustainable corporate communications strategy

Day 5: Digital Communication and Practical Application

- Integrating Social Media into a Corporate Communications Strategy
- Planning and Executing Digital Media Campaigns to expand reach
- 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!

- Master Corporate Communications Skills: Learn the essentials of corporate communications, including strategy development and effective media engagement.
- Enhance Media Interactions: Gain the confidence and skills to handle media communications professionally, even under pressure.
- Prepare for Crisis Situations: Develop crisis communication plans that protect brand reputation and ensure smooth recovery.
- Expand Digital Media Expertise: Understand how to integrate traditional and digital platforms for comprehensive outreach.
- Build Strong Stakeholder Relationships: Improve public relations through effective storytelling and media communication strategies.

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

UK Training
PARTNER





crises.

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

Join this course to master corporate and media communications, enhance your storytelling capabilities, and protect your brand's reputation in a fast-paced digital world.

UK Training
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)



Oporto (Portugal)



Glasgow (Scotland)



Edinburgh (UK)



Oslo (Norway)



Annecy (France)



Bordeaux (France)



Copenhagen (Denmark)



Birmingham (UK)



Lyon (France)



Moscow (Russia)



Stockholm (Sweden)



Podgorica (Montenegro)



Batumi (Georgia)



London (UK)



Istanbul (Turkey)



Amsterdam



Düsseldorf (Germany)
(Switzerland)



Paris (France)



Athens (Greece)



Barcelona (Spain)



Munich (Germany)



Geneva



Prague (Czech)



Vienna (Austria)



Rome (Italy)



Brussels



Madrid (Spain)



Berlin (Germany)



Lisbon (Portugal)



Zurich



Manchester (UK)



Milan (Italy)



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)

ASIA



Baku (Azerbaijan)
(Thailand)



Maldives (Maldives)



Doha (Qatar)



Manila (Philippines)



Bali (Indonesia)



Bangkok



Beijing (China)



Singapore (Singapore)



Sydney



Tokyo (Japan)



Jeddah (KSA)



Riyadh (KSA)



Melbourne (Australia)
Korea)



Phuket (Thailand)



Dubai (UAE)



Kuala Lumpur (Malaysia)



Kuwait City (Kuwait)



Seoul (South)



Pulau Ujong (Singapore)



Irbid (Jordan)



Jakarta (Indonesia)



Amman (Jordan)



Beirut

UK Training
PARTNER

Blackbird Training Cities

AFRICA



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)



Blackbird Training Clients

 <p>MANNAI CORPORATION MANNAI Trading Company WLL, Qatar</p>	 <p>GAC UNE FILIALE D'EGA Alumina Corporation Guinea</p>	 <p>Booking.com Booking.com Netherlands</p>	 <p>OXFAM Oxfam GB International Organization, Yemen</p>	 <p>Capital Markets Authority Kuwait</p>
 <p>WS Waltersmith Petroman Oil Limited Nigeria</p>	 <p>QNB Qatar National Bank (QNB), Qatar</p>	 <p>Qatar Foundation Qatar</p>	 <p>AFRICAN UNION ADVISORY BOARD ON CORRUPTION Tanzania</p>	 <p>KFAS Kuwat Foundation for the Advancement of Sciences KFAS Kuwait</p>
 <p>Reserve Bank of Malawi Malawi</p>	 <p>Central Bank of Nigeria Nigeria</p>	 <p>Ministry of Interior Kingdom of Saudi Arabia Ministry of Interior, KSA</p>	 <p>Mabruk Oil Company Libya</p>	 <p>Saudi Electricity Company KSA</p>
 <p>BPKH Badan Pengelola Keuangan Haji BADAN PENGELOLA KEUANGAN Haji, Indonesia</p>	 <p>NATO Italy</p>	 <p>ENI ENI CORPORATE UNIVERSITY, Italy</p>	 <p>GULF BANK Gulf Bank Kuwait</p>	 <p>General Organization for Social Insurance KSA</p>
 <p>Defence Space Administration Nigeria</p>	 <p>National Industries Group (Holding) Kuwait</p>	 <p>Hamad Medical Corporation Qatar</p>	 <p>USAID Pakistan</p>	 <p>STC STC Solutions, KSA</p>
 <p>North Oil Company North Oil company,</p>	 <p>EKO Electricity</p>	 <p>OMAN BROADBAND Oman Broadband</p>	 <p>UNITED NATIONS UN.</p>	 <p>Authority for Electricity Regulation, Oman Authority for</p>

UK Training
PARTNER

Blackbird Training Categories

Management & Admin

Entertainment & Leisure
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

Artificial Intelligence (AI)
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

UK Training
PARTNER

