BLACKBIRD FOR TRAINING

Media and Corporate Communications

23 – 27 August 2027
Amsterdam (Netherlands)



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Ref: 3254802_321803 **Date:** 23 – 27 August 2027 **Location:** Amsterdam (Netherlands) **Fees:** 5200 GBP

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

- 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 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.

