BLACKBIRD FOR TRAINING

Corporate Communication and Stakeholder Engagement

20 – 24 September 2027
Brussels (Belgium)



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Introduction

In today's dynamic and hyper-connected business environment, corporate communication is no longer just a support function—it's a strategic pillar that shapes reputation, builds trust, and aligns internal and external stakeholders around the organization's mission. The Corporate Communication & Stakeholder Engagement course is designed to empower leaders and professionals across the MENA region with the essential tools to drive influence, connection, and impact through effective communication.

Whether you work in oil & gas, government, banking, telecommunications, HR, marketing, or project management, this program offers a practical roadmap to elevate your communication strategies, engage stakeholders meaningfully, and navigate reputational risks with confidence.

Course Objectives

- Understand the fundamentals of corporate communication and its strategic role.
- Differentiate between internal and external communication functions.
- Identify, categorize, and prioritize stakeholders using proven frameworks.
- Design integrated communication strategies aligned with business objectives.
- Craft key messages that are clear, consistent, and resonate with audiences.
- Manage media relations, public perception, and brand reputation.
- Handle communication during crises and reputational challenges.
- Measure the effectiveness of communication efforts through KPIs and analytics.

Course Outlines

Day 1: Foundations of Corporate Communication

- Defining Corporate Communication: Scope and Impact.
- Roles and responsibilities within the communication function.
- Understanding corporate identity, image, and reputation.
- Key components of a strategic communication plan.
- Real-world examples of successful corporate messaging.
- Practical exercise: analyzing your organization's current communication approach.



Day 2: Stakeholder Mapping & Audience Segmentation

- Who are your stakeholders? Internal vs. external.
- Stakeholder mapping using tools like Mendelow's Matrix.
- Assessing stakeholder power, interest, and communication needs.
- Building trust and credibility with diverse stakeholder groups.
- Selecting the right channels for the right audience.
- Activity: Create a stakeholder engagement matrix.

Day 3: Strategic Communication Planning & Execution

- Developing an integrated communication strategy.
- Setting communication goals, defining messages, and selecting media.
- Crafting content for various audiences employees, media, investors, etc..
- Synchronizing internal and external communication.
- Building content calendars and response protocols.
- Group exercise: build a mini communication campaign.

Day 4: Crisis Communication & Media Relations

- The principles of crisis communication.
- Preparing for reputational risks and negative press.
- Managing internal and external messaging during crises.
- Engaging with media: interviews, press releases, and statements.
- Case studies: crisis response successes and failures.
- Workshop: simulate a crisis scenario and draft a communication response.

Day 5: Evaluation, Feedback, and Closing

- Communication KPIs: reach, engagement, sentiment analysis.
- Tools for measuring campaign success.
- Conducting communication audits and feedback loops.
- Final presentations: communication plans and stakeholder strategies.
- Peer and instructor feedback.
- Individual action planning and certificate distribution.



Why Attend this Course: Wins & Losses!

- Master the principles of corporate messaging and stakeholder relations.
- Gain confidence in managing media and reputational challenges.
- Develop practical strategies to engage diverse internal and external audiences.
- Learn to communicate effectively during periods of change and uncertainty.
- Strengthen your ability to build trust, alignment, and influence.
- Acquire a professional certification to boost your career credibility.
- Immediately apply new tools and techniques in your organization.
- Connect with peers and build your professional network across sectors.

Conclusion

Effective corporate communication and stakeholder engagement are not optional in today's business world—they are vital for organizational resilience, agility, and growth. This course equips professionals with a powerful toolkit to lead communication efforts that build trust, clarify vision, and strengthen relationships both inside and outside the organization.

Participants will leave with actionable strategies, relevant case studies, and a refined understanding of how to communicate with intention, impact, and integrity.

