

Strategic Public Relations and Corporate Communication

Media & Public Relations
Accra (Ghana)
25 - 29 Aug 2025

UK Traininig

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Strategic Public Relations and Corporate Communication

Ref: 3140_127831 **Date:** 25 - 29 Aug 2025 **Location:** Accra (Ghana) **Fees:** 3300 **Euro**

Course Description

This intensive 5-day course equips professionals with advanced skills in public relations and corporate communication. Participants will learn to develop and implement strategic communication plans, manage organizational reputation, handle crises effectively, and build strong relationships with diverse stakeholders. The course combines theoretical knowledge with practical applications, preparing attendees to excel in today's dynamic communication landscape.

Learning Objectives

- Develop comprehensive PR and corporate communication strategies
- Master crisis communication and reputation management techniques
- Enhance stakeholder engagement and relationship-building skills
- Create compelling content across various media platforms
- Measure and evaluate the effectiveness of communication initiatives

Course Modules

Day 1: Foundations of PR and Corporate Communication

- Evolution and current trends in PR and corporate communication
- Aligning communication strategies with organizational goals
- Stakeholder analysis and mapping
- Ethical considerations in communication practices

Day 2: Strategic Communication Planning

- Developing a comprehensive communication strategy
- Setting SMART objectives and KPIs
- Message development and framing
- Channel selection and integrated communication approaches

Day 3: Crisis Communication and Reputation Management

- Crisis prevention, preparedness, and response
- Reputation management strategies
- Managing social media during crises
- Post-crisis evaluation and learning

A graphic of a chessboard with several chess pieces. A gold king piece is prominent in the foreground, with a silver pawn and a gold pawn nearby. The board has a checkered pattern, and there are concentric circles in the background.

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Day 4: Digital PR and Content Strategy

- Digital PR tools and techniques
- Content creation for various platforms
- Influencer engagement and management
- Search engine optimization SEO for PR content

Day 5: Measurement, Evaluation, and Future Trends

- PR measurement frameworks and tools
- Evaluating communication campaign effectiveness
- Emerging technologies in PR and corporate communication
- Developing a personal action plan

Practical Wins for Participants

- Create a comprehensive PR strategy aligned with organizational objectives
- Develop a crisis communication plan tailored to their organization
- Design a content calendar for multi-channel stakeholder engagement
- Construct a measurement framework to demonstrate PR impact

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