

Strategic Public Relations and Corporate Communication

Media & Public Relations
Berlin (Germany)
25 - 29 Aug 2025

UK Traininig

PARTNER



Strategic Public Relations and Corporate Communication

Ref: 3140_130537 **Date:** 25 - 29 Aug 2025 **Location:** Berlin (Germany) **Fees:** 4200 **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 (king, queen, rook, knight, and pawns) in gold and silver. The text 'UK Training' is in a small, black sans-serif font, and 'PARTNER' is in a large, bold, black sans-serif font below it.

UK Training
PARTNER

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

Blackbird training cities



Amman (Jordan)



Amsterdam (Netherlands)

Accra (Ghana)

Annecy (France)

Baku (Azerbaijan)

Bali (Indonesia)

Bangkok (Thailand)

Bangkok (Thailand)

Barcelona (Spain)

Batumi (Georgia)

Beijing (China)

Beirut (Lebanon)

Berlin (Germany)

Birmingham (UK)

Bordeaux (France)

Boston, Massachusetts (USA)

Brussels (Belgium)

Cairo (Egypt)

Cape Town (South Africa)

Casablanca (Morocco)

Cascais (Portugal)

Copenhagen (Denmark)

Doha (Qatar)

Dubai (UAE)

Düsseldorf (Germany)

UK Training
PARTNER



Blackbird Training Category



Human Resource



Audit & Quality Assurance



Finance, Accounting, Budgeting



Marketing, Sales, Customer Service



Secretary & Admin



Law and Contract Management



Project Management



IT & IT Engineering



Supply Chain & Logistics



Management & Leadership



Professional Skills



Oil & Gas Engineering



Health & Safety



Telecom Engineering



Hospital Management



Customs & Safety



Aviation



C-Suite Training



Agile and Refinement



Blackbird training Clients



MANNAI Trading
Company WLL,
Qatar



Alumina Corporation
Guinea



Booking.com
Netherlands



Oxfam GB International
Organization,
Yemen



Capital Markets
Authority,
Kuwait



Waltersmith Petroman Oil Limited
Nigeria



Qatar National Bank
(QNB),
Qatar



Qatar Foundation,
Qatar



AFRICAN UNION ADVISORY
BOARD ON CORRUPTION,
Tanzania



KFAS
Kuwait



Reserve Bank of
Malawi,
Malawi



Central Bank of Nigeria
Nigeria



Ministry of Interior
Kingdom of Saudi Arabia
KSA



Mabruk Oil Company
Libya



Saudi Electricity
Company,
KSA



BADAN PENGELOLA
KEUANGAN Haji,
Indonesia



NATO
Italy



ENI CORPORATE
UNIVERSITY,
Italy



Gulf Bank
Kuwait



المؤسسة العامة للتأمينات الاجتماعية
General Organization for Social Insurance
KSA



Defence Space Administration
Nigeria



National Industries
Group (Holding),
Kuwait



Hamad Medical
Corporation,
Qatar



USAID
Pakistan



STC Solutions,
KSA



North Oil company,



EKO Electricity



Oman Broadband



UNITED NATIONS
UN.



Authority for

UK Training
PARTNER



LONDON TRAINING PROVIDER



www.blackbird-training.com



training@blackbird-training.com



+44 7480 775526 / +44 7401 177335