

Advanced Corporate Communication

Professional Skills
Lisbon (Portugal)
13 - 17 Jan 2025

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Advanced Corporate Communication

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Introduction

Nowadays, we are experiencing many high-profile scandals in the corporate world. Such scandals create a tough environment for organizations to conduct business, maintain effective communication, and safeguard a positive image and reputation. Corporate Communication is based on the belief that sustainable communication is essential for the health of organizations. In this course, we introduce and discuss the theories, tools, and perspectives of corporate and organizational communication to be used to enhance participants' development as communication professionals with the practical insight to deal with complex communication issues in modern organizations within a company as well as externally.

Course Objectives of Advanced Corporate Communication

- Define corporate communication
- Apply different techniques and tools to implement an effective corporate communication program
- Plan and execute corporate communication programs and campaigns internally and externally
- Identify and utilize specialist areas in corporate communication
- Employ corporate communication in new organizational developments
- Adapt to various avenues of communication within the organization

Advanced Corporate Communication Course Outlines

Day 1

Foundations of corporate communication

- Definition of corporate communication
- Define and explore the concept and history of corporate communication
- Differentiation between vision, mission, and objectives
- Corporate communication in a changing environment
- The new media landscape: challenges and opportunities
- Stakeholder management and communication
- Stakeholder engagement
- Definitions of Corporate Identity

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- Branding
- Reputation
- Importance of corporate identity and reputation
- Aligning identity, image, and reputation

Day 2

Developing your corporate communication strategy

- Corporate communication strategy and strategic planning
- Global aspects of corporate communication
- High and low-context culture
- Cross-cultural aspects of audiences
- Planning and executing communication programs and campaigns
- Research, measurement, and evaluation
- Measuring corporate reputation
- Theories on measuring the effects of communication

Day 3

Specialist areas in corporate communication

- Media relations
- Journalism and news outlets
- Detect what constitutes news
- The various effects of news coverage on corporate communication
- Employee communication and organizational identification
- New media, new communication
- Benefits and challenges using social media
- Issues management
- Communication in times of crisis

Day 4

New developments in corporate communication

- Leadership and change communication
- Effective leadership communication
- Corporate social responsibility CSR and community relations
- The case for CSR
- Communicating about CSR
- The 8 areas of focus for CSR
- CSR and PR

Day 5

The communication of organizations

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- Corporate communication
- Marketing communication
- Internal communication
- Organizing communication

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