

# Strategic Public Relations and Corporate Communication

Media & Public Relations  
Pulau Ujong (Singapore)  
06 - 10 Oct 2025

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A close-up photograph of chess pieces on a checkered board. In the foreground, a large, ornate gold king piece stands prominently. To its left, a smaller silver pawn is visible. Further back, another silver pawn is positioned. The background features concentric circles, creating a sense of depth and focus on the king piece.

## Strategic Public Relations and Corporate Communication

**Ref:** 3140\_136580 **Date:** 06 - 10 Oct 2025 **Location:** Pulau Ujong (Singapore) **Fees:** 4700 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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