

Advanced Corporate Communication: Strategies for Success

Professional Skills
Rome (Italy)
01 - 05 Sep 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, suggesting a strategic or tactical theme.

Advanced Corporate Communication: Strategies for Success

Ref: 3229_136640 **Date:** 01 - 05 Sep 2025 **Location:** Rome (Italy) **Fees:** 4200 **Euro**

Course Description

This intensive 5-day course equips communication professionals with advanced strategies to excel in corporate environments. Participants will develop skills in strategic planning, crisis management, digital communication, and leadership communication. The program combines theoretical knowledge with practical applications to enhance overall communication effectiveness.

Learning Objectives

- Develop and implement comprehensive corporate communication strategies
- Master crisis communication techniques and reputation management
- Enhance digital and social media communication skills
- Improve leadership communication and stakeholder engagement
- Apply advanced measurement and evaluation techniques to communication initiatives

Course Modules

Day 1: Strategic Corporate Communication

- Evolution of corporate communication
- Aligning communication with organizational goals
- Stakeholder mapping and analysis
- Developing a strategic communication plan

Day 2: Crisis Communication and Reputation Management

- Crisis communication planning and preparedness
- Managing communication during a crisis
- Reputation management strategies
- Post-crisis communication and recovery

Day 3: Digital and Social Media Communication

- Digital communication trends and best practices
- Social media strategy and content creation
- Online reputation management
- Measuring digital communication effectiveness

Day 4: Leadership Communication and Employee Engagement

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- Effective leadership communication techniques
- Internal communication strategies
- Employee engagement and motivation
- Change communication management

Day 5: Measurement, Evaluation, and Future Trends

- Advanced communication measurement techniques
- Evaluating communication ROI
- Emerging trends in corporate communication
- Developing a personal action plan

Practical Wins for Participants

- Create a comprehensive strategic communication plan
- Develop a crisis communication toolkit
- Design an effective digital communication campaign
- Implement an employee engagement initiative

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