

# Advanced Corporate Communication: Strategies for Success

Professional Skills  
Prague (Czech)  
22 - 26 Sep 2025

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# PARTNER

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.

## Advanced Corporate Communication: Strategies for Success

**Ref:** 3229\_137381 **Date:** 22 - 26 Sep 2025 **Location:** Prague (Czech) **Fees:** 4400 **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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