Public Relations & Corporate Communication Masterclass

2027 □□□□ 26 – 15
Geneva (Switzerland)



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Why This Course

In today's fast-paced, media-driven world, effective public relations and corporate communication are critical for organizational success. This intensive 2-week program equips professionals with the skills and strategies needed to plan, execute, and evaluate impactful communication campaigns. Participants will gain hands-on experience in media relations, crisis management, digital PR, stakeholder engagement, and integrated communication planning, preparing them to enhance organizational reputation and influence.

What You'll Learn and Practice

By attending this program, you will be able to:

- Develop strategic PR and corporate communication plans aligned with organizational goals.
- Manage crises and safeguard reputation through proactive communication strategies.
- Leverage digital and social media platforms for engaging PR campaigns.
- Enhance stakeholder relationships and effectively communicate CSR initiatives.
- Apply ethical principles and measurement techniques to optimize communication outcomes.

The Program Flow

Day 1: Introduction to PR and Corporate Communication

- Evolution of PR and corporate communication
- Key concepts and foundational theories
- The strategic role of PR in organizational success
- Ethical considerations in PR practice

Day 2: Strategic Communication Planning

- SWOT analysis and environmental scanning
- Setting communication objectives
- Audience segmentation and targeting
- Message development and framing



Day 3: Media Relations and Press Management

- Building relationships with journalists
- Writing effective press releases
- Organizing press conferences and media events
- Conducting media interviews

Day 4: Crisis Communication and Reputation Management

- Crisis prevention and preparedness
- Developing crisis communication plans
- Managing online and offline reputation
- Post-crisis recovery strategies

Day 5: Digital PR and Social Media Strategies

- Leveraging social media for PR campaigns
- Content creation and curation
- Influencer engagement and partnerships
- Measuring digital PR success

Day 6: Internal Communication and Employee Engagement

- Internal communication strategy development
- Change management communication
- Employee advocacy and engagement programs
- Measuring communication effectiveness internally

Day 7: Stakeholder Engagement and CSR Communication

- Stakeholder mapping and prioritization
- Designing stakeholder engagement plans
- Communicating CSR initiatives effectively
- Creating shared value through strategic communication

Day 8: Measurement and Evaluation in PR

- Setting PR metrics and KPIs
- Tools and techniques for evaluating communication performance
- Analyzing and interpreting PR data
- Reporting results to management



Day 9: Integrated Marketing Communication

- Aligning PR with marketing objectives
- Developing integrated communication campaigns
- Brand storytelling and content marketing strategies
- Measuring campaign effectiveness

Day 10: Future Trends in PR and Corporate Communication

- Emerging technologies shaping PR practice
- Artificial intelligence applications in communication
- Global PR and cross-cultural considerations
- Ethical challenges in the digital era

Individual Impact

Participants will leave the course with:

- The ability to develop and implement comprehensive PR strategies.
- Skills to manage crises and protect organizational reputation.
- Expertise in leveraging digital channels for impactful communication.
- Enhanced stakeholder engagement and CSR communication capabilities.

Organizational Impact

Organizations will benefit from:

- Improved brand reputation and public perception.
- Stronger engagement with key stakeholders and the media.
- More effective, integrated communication campaigns across channels.
- Teams capable of managing crises and adapting to emerging PR trends.

Training Methodology

- Interactive workshops and hands-on exercises
- Real-world case studies and scenario simulations
- Group discussions and collaborative problem-solving
- Practical exercises in media relations, crisis response, and digital campaigns

Beyond the Course

By the end of the program, participants will be fully prepared to:



• Develop strategic PR plans tailored to their organization’s objectives.
• Execute crisis communication and reputation management strategies confidently.
• Design and implement effective digital PR campaigns.
• Engage stakeholders and communicate CSR initiatives for maximum impact.

