

Certificate in Corporate Communications

(5 Days Training Course)

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Why Attend

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 Methodology

This course relies on the use of individual and group exercises aimed at helping participants learn all key characteristics of corporate communication. The course also features the use of a number of case studies and presentations by participants, followed by discussions.

Course Objectives

By the end of the course, participants will be able to:

- 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

Target Audience

Personnel who are seeking an in-depth knowledge of corporate communication as well as managers, supervisors and officers experienced in public relations. Other key personnel whose work is based on relations and interaction within the organization or in the external public sphere, particularly in the areas of media, CSR and branding will also benefit from this course.

Target Competencies

- Planning, organizing and leading
- Written communication
- Public speaking and media handling
- Building rapport
- Controlling and evaluating

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

Branding

Reputation

Importance of corporate identity and reputation

Aligning identity, image and reputation

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

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

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

The communication of organizations

Corporate communication

Marketing communication

Internal communication

Organizing communication