



PUBLIC RELATIONS

Public Relations & Corporate Communications

Course code: PR-012

SPARK TRAINING

Professional training courses for leaders, specialists, and organizations seeking practical capability development.

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— Workshop Overview

Strong public relations and corporate communications are essential for protecting reputation, building trust, engaging stakeholders, and supporting business growth. In today's fast-moving environment, organizations must communicate clearly with employees, customers, media, regulators, and the public while managing risks and maintaining credibility. This course provides participants with practical tools to design communication strategies, strengthen stakeholder relationships, and deliver measurable PR impact.

Why Attend

This course uses an interactive and practical approach through presentations, case studies, group discussions, communication planning workshops, role plays, and real organizational examples.

Who Should Attend

Public Relations Professionals
Corporate Communication Managers
Marketing Managers
Government Relations Staff
Senior Executives
Media Relations Teams
Anyone responsible for stakeholder

— Learning Objectives

- Understand modern public relations and corporate communication practices
- Build strong organizational identity and reputation
- Develop clear and consistent communication messages
- Improve stakeholder engagement and audience targeting
- Manage reputational risks and communication crises
- Strengthen media, influencer, and leadership communications
- Create measurable PR and communication plans
- Use digital and AI tools to improve communication outcomes

— Course Outline

DAY
1

Strategic Communication and Reputation Building

- Opening exercise: communication goals and expectations
- The strategic role of PR in modern organizations
- When and how PR creates business value
- Building corporate identity, image, and trust
- Strengthening external reputation and community standing
- Leadership responsibilities in communication management
- Communication trends shaping the profession

DAY
2

Internal Communication and Message Development

- Employee and employer communication expectations
- Audience mapping, segmentation, and prioritisation
- Using AI tools for communication planning and targeting
- Stakeholder communication journeys and touchpoints
- Personalised communication strategies
- Storytelling techniques that build engagement
- Empowering employees as brand ambassadors through social media
- Writing clear, high-impact content
- Building trust with senior leadership audiences

DAY
3

Risk, Reputation, and Influence Management

- Preparing for unexpected communication challenges
- Using communication to reduce reputational risk
- Recovering from damaged reputation scenarios
- Identifying influencers and opinion leaders
- Engaging regulators and decision-makers effectively
- Building long-term relationships with key stakeholders
- VIP and government engagement programmes
- Monitoring policy and political developments

DAY
4

Media Relations and Corporate Communication Delivery

- Best practices in media relations and journalist engagement
- Events management and modern event technology trends

- Building a practical crisis communication toolkit
- Managing executive and VIP visits professionally
- Protocol and business etiquette in practice
- Financial communications and investor-facing messaging
- Global and multicultural communication challenges

DAY

5

PR Planning, Measurement, and Performance

- End-to-end stages of PR campaign planning
- Using AI to improve planning efficiency
- Research methods for communication planning
- Setting measurable communication objectives
- Developing key messages and communication toolkits
- Building activity calendars and execution schedules
- Measuring outputs, outcomes, and communication value
- Final workshop: Build a PR communication plan

— Upcoming Classroom Dates

DATE	LOCATION	FEE
5 - 9 October 2026	Geneva - Switzerland	€2,625
12 - 16 October 2026	Istanbul - Türkiye	€1,425
9 - 13 November 2026	Kuala Lumpur - Malaysia	€1,400
16 - 20 November 2026	Amsterdam - Netherlands	€2,125
7 - 11 December 2026	London - United Kingdom	€2,100
14 - 18 December 2026	Kuala Lumpur - Malaysia	€1,400
21 - 25 December 2026	Amsterdam - Netherlands	€2,125
18 - 22 January 2027	Barcelona - Spain	€1,925

— Certificate and Registration

Participants who attend and complete the full programme receive a SPARK Training Certificate of Completion. For registration, in-house delivery, or availability questions, contact info@sparktraining.eu or +31 85 115 0004.