

5-day Interactive Training Course

# Corporate Communications Masterclass

Strategic Communication Planning and Executing

12 Aug - 16 Aug 2024	Dubai	US\$ 4,950
21 Oct - 25 Oct 2024	Madrid	US\$ 5,950
16 Dec - 20 Dec 2024	London	US\$ 5,950
10 Feb - 14 Feb 2025	Dubai	US\$ 4,950

26 May - 30 May 2025	Dubai	US\$ 4,950
11 Aug - 15 Aug 2025	Dubai	US\$ 4,950
20 Oct - 24 Oct 2025	Madrid	US\$ 5,950
15 Dec - 19 Dec 2025	London	US\$ 5,950



# Corporate Communications Masterclass

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## About the Course

In today's fast-paced business environment, effective communication is paramount to building and maintaining a strong corporate reputation, fostering stakeholder trust, and driving organisational success. This 5-day Corporate Communications Masterclass training course provides a unique opportunity for professionals to gain a deep understanding of advanced communication strategies and techniques that are essential in navigating the complexities of modern corporate environments. For professionals who are communication specialists, public relations officers, or leaders looking to enhance their strategic communication capabilities, this is the right program to meet their training needs.

This training program is structured to provide a comprehensive and immersive learning experience. Delegates will engage in interactive sessions that blend theoretical knowledge with practical applications, ensuring they can immediately implement what they have learned professionally. It has been designed to cover various relevant topics, focusing on traditional and digital communication channels. Through a combination of lectures, hands-on exercises, and collaborative discussions, delegates will develop the skills necessary to create compelling messages, manage communication crises, and effectively engage with diverse audiences.

Moreover, delegates will enhance their technical communication skills and gain valuable insights into the strategic aspects of corporate communication. They will learn how to align their communication efforts with the organisation's goals, build strong relationships with key stakeholders, and leverage the latest tools and technologies to amplify their message. It also emphasizes the importance of ethical communication and cultural sensitivity, preparing them to explore the global business landscape with integrity and professionalism.

## Core Objectives

**By the end of the training course, delegates will be able to:**

- Develop the ability to create and implement effective communication strategies that align with organisational goals and enhance corporate reputation
- Improve skills in leveraging digital and social media platforms to engage with stakeholders, manage online presence, and respond to digital communication challenges
- Understand the tools and techniques necessary for planning and executing successful public relations campaigns

- Develop and implement internal communication strategies that foster employee engagement, support change management, and promote a positive organisational culture
- Prepare how to effectively manage communication during crises
- Enhance the abilities to deliver impactful presentations, communicate persuasively, and utilise storytelling techniques to connect with various audiences
- Instill a strong understanding of communication ethics, cultural sensitivity, and the importance of diversity and inclusion in corporate communication practices

## Training Approach

This training course combines interactive lectures, practical exercises, and case studies, ensuring delegates can apply theoretical knowledge to real-world scenarios. Emphasis is placed on fostering collaborative discussions and providing feedback to effectively enhance learning outcomes and skill development.

## The Attendees

This training course is suitable for professionals from diverse industries and roles who seek to enhance their corporate communication skills, regardless of their current expertise level in communications or related fields. Whether they are in finance, technology, healthcare, or any other sector, if effective communication is critical to their role, it is designed to elevate their capabilities.

**It will be valuable to the professionals but not limited to the following:**

- Communication Specialists
- Public Relations Managers
- Marketing Executives
- Corporate Spokespersons
- Human Resources Professionals
- Business Leaders
- Corporate Communication Directors
- Media Relations Managers
- Internal Communication Managers
- Social Media Managers

# DAILY DISCUSSION

## DAY ONE

### STRATEGIC CORPORATE COMMUNICATION

- Corporate Branding and Identity
- Stakeholder Engagement Strategies
- Corporate Social Responsibility (CSR) Communication
- Crisis Communication Planning
- Media Relations Management
- Internal Communication Strategies
- Reputation Management

## DAY TWO

### DIGITAL AND SOCIAL MEDIA COMMUNICATION

- Social Media Strategy and Management
- Digital Content Creation and Curation
- Online Community Building and Engagement
- Influencer Partnerships and Collaborations
- Social Media Analytics and Metrics
- Handling Negative Feedback Online
- Emerging Digital Communication Tools

## DAY THREE

### EFFECTIVE PUBLIC RELATIONS

- Public Relations Campaign Planning
- Press Release Writing and Distribution
- Speechwriting and Presentation Skills
- Managing Media Interviews
- Building Media Relationships
- Event Planning and Management
- Measuring PR Effectiveness

## DAY FOUR

### EMPLOYEE COMMUNICATION AND ENGAGEMENT

- Employee Engagement Strategies
- Effective Internal Communication Channels
- Change Management Communication
- Leadership Communication
- Communication in Remote Work Environments
- Diversity and Inclusion Communication
- Building a Positive Organisational Culture

## DAY FIVE

### COMMUNICATION SKILLS AND TECHNIQUES

- Advanced Presentation Techniques
- Persuasive Communication Strategies
- Nonverbal Communication Skills
- Active Listening and Feedback
- Conflict Resolution and Negotiation
- Storytelling for Corporate Communication
- Communication Ethics and Integrity



## THE CERTIFICATE

XCalibre Training Centre Certificate of Completion will be provided to delegates who attended and completed the training course.