

PUBLIC RELATIONS

Cross-Cultural Communication & International PR Excellence

A two-day programme in cross-cultural communication & international pr, with eight modules and workplace application.



DURATION 2 days

DELIVERY Public or in-house

Why this programme

This global masterclass equips communicators to adapt brand messaging, press campaigns, and stakeholder management strategies across international borders, distinct cultural contexts, and localized nuances.

What participants will learn

- 01** Global Message Resonance: Tailor global corporate core messaging to fit local cultural contexts seamlessly.
- 02** Cultural Sensitivity: Prevent cultural missteps and offensive communications in international campaigns.
- 03** Global Agency Coordination: Effectively manage cross-border PR agency networks and in-region comms teams.
- 04** Geopolitical Risk Management: Navigate regional political sensitivities, local regulations, and media landscapes.

Who should attend

PR professionals, corporate communication teams, corporate affairs managers, marketing leaders and organisational spokespersons.

How you will learn

Trainer-led explanation and discussion connect the module topics to workplace application.

Detailed programme

Day 1: Cultural Frameworks & Global Strategy

01 The Global PR Landscape

- Understanding globalization, localization (glocalization), and regional media expectations.

02 Cross-Cultural Communication Frameworks

- Applying Hofstede's dimensions and high/low-context communication models to corporate PR.

03 Localizing Corporate Core Narratives

- Adapting global press releases and campaigns without losing central brand identity or strategic intent.

04 Navigating Regional Media Ecosystems

- Comparative analysis of media landscapes across North America, Europe, APAC, LATAM, and EMEA.

Detailed programme

Day 2: Execution, Operations & Geopolitical Risk

05 Managing International PR Teams & Agencies

- Establishing clear protocols, reporting lines, and workflow management for global network offices.

06 Geopolitical Sensitivity & Regional Crisis PR

- Communicating during international conflicts, trade tensions, and region-specific regulatory shifts.

07 Cross-Cultural Translation vs. Transcreation

- Ensuring language translations capture narrative nuance, tone, and humor accurately.

08 Global Campaign Strategy Lab

- Group project: Adapting a major corporate product launch campaign for deployment across three distinct global markets.

How you will learn

Trainer-led explanation and discussion connect the module topics to workplace application.

TRAINER PROFILE

Sharves Bala

A corporate communications strategist and executive trainer with more than 20 years of experience in PR, media relations, reputation management and stakeholder engagement. Her sessions use practical frameworks, case studies and simulations.

Trainer availability is confirmed for each programme.

Confirm HRD Corp (HRDF) eligibility and claim arrangements with ISDS before booking. Where applicable, claims are arranged through Orange Revolution.

Plan your training with ISDS

Discuss fees, delivery options and a programme suited to your team.

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