

PUBLIC RELATIONS

Community Relations, CSR & Social Impact Communication

A two-day programme in csr & social impact communication, with eight modules and workplace application.



DURATION 2 days

DELIVERY Public or in-house

Why this programme

This course focuses on building genuine corporate social responsibility (CSR) initiatives and local community partnerships that create long-term social value while boosting corporate reputation.

What participants will learn

- 01** Local Goodwill Creation: Build strong, protective ties with local communities and regional leadership.
- 02** Strategic CSR Alignment: Align social impact projects with core business capabilities for maximum efficiency.
- 03** Impact Measurement: Quantify and report the real-world social impact of corporate investments.
- 04** Authentic Storytelling: Share community success stories without appearing self-serving or exploitative.

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. Practical workshop: Developing a localized community engagement and social impact strategy.

Detailed programme

Day 1: Designing Purposeful CSR Frameworks

01 Modern Community Relations Dynamics

- Moving from transactional philanthropy to deep community partnership and shared value generation.

02 Strategic CSR Alignment

- Selecting social causes that naturally align with corporate capabilities, values, and business operations.

03 Localized Community Stakeholder Engagement

- Establishing open forums, town halls, and advisory councils with community leaders and residents.

04 Co-Designing Impact Programs

- Working directly with non-profits, NGOs, and community groups to address pressing local issues.

Detailed programme

Day 2: Social Impact Storytelling & Measurement

05 Authentic Social Impact Storytelling

- Highlighting community voices and beneficiaries without making the corporation the sole hero.

06 Measuring Social Return on Investment (SROI)

- Establishing indicators to evaluate the long-term societal and economic benefits of CSR projects.

07 Managing Community Friction & NIMBYism

- Communications strategies for addressing local resistance to corporate expansions or facility projects.

08 Community Relations Campaign Design

- Practical workshop: Developing a localized community engagement and social impact strategy.

How you will learn

Trainer-led explanation and discussion connect the module topics to workplace application. Practical workshop: Developing a localized community engagement and social impact strategy.

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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