

PUBLIC RELATIONS

PR Ethics, Responsible AI & Communication Governance

A two-day programme in pr ethics & ai governance, with eight modules and workplace application.



DURATION 2 days

DELIVERY Public or in-house

Why this programme

An essential governance framework course that covers media ethics, regulatory disclosure standards, responsible AI deployment, and public transparency to ensure long-term brand integrity.

What participants will learn

- 01** Ethical Fortification: Establish strong ethical standards that protect the brand from reputational damage.
- 02** AI Governance: Implement clear corporate policies governing artificial intelligence in PR content creation.
- 03** Regulatory Compliance: Stay fully compliant with disclosure requirements, advertising guidelines, and data protection laws.
- 04** Transparent Communication: Build lasting market trust by championing radical transparency in public messaging.

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. Workshop: Conducting an ethics audit on a complex communications plan and establishing compliance guidelines.

Detailed programme

Day 1: Foundational PR Ethics & Modern Frameworks

01 Modern Corporate Communication Ethics

- Navigating codes of conduct from PRSA, CIPR, and IPRA in complex public landscapes.

02 Transparency, Disclosure & Astroturfing

- Ethical boundaries surrounding sponsored content, native ads, undisclosed creator deals, and fake grassroots campaigns.

03 Data Privacy & Stakeholder Consent in PR

- Managing media databases and target lists in compliance with global data privacy regulations (GDPR, CCPA, etc.).

04 Truth, Spin & Deception

- Defining the line between strategic message framing and unethical misrepresentation.

Detailed programme

Day 2: AI Governance & Ethical Leadership

05 Ethics of AI Content Generation & Synthetic Assets

- Establishing guidelines for disclosure, copyright compliance, and authenticity in AI-generated materials.

06 Building an Internal Communications Governance Committee

- Structuring review processes, sign-off chains, and ethical check-lists for all corporate communications.

07 Managing Ethical Whistleblowing & Internal Friction

- Communications protocols when internal corporate actions contradict public messaging.

08 Ethical Governance Audit Lab

- Workshop: Conducting an ethics audit on a complex communications plan and establishing compliance guidelines.

How you will learn

Trainer-led explanation and discussion connect the module topics to workplace application. Workshop: Conducting an ethics audit on a complex communications plan and establishing compliance guidelines.

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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