

PUBLIC RELATIONS

Strategic Public Relations & Corporate Communication Excellence

A two-day programme in strategic public relations & corporate communication, with eight modules and workplace application.



DURATION 2 days

DELIVERY Public or in-house

Why this programme

This 2-day immersive program equips senior PR executives and corporate communication leaders with the strategic tools, frameworks, and methodologies required to navigate the 2030 media landscape. Participants will master high-level strategic alignment, cross-channel message resonance, and brand protection in an hyper-connected environment.

What participants will learn

- 01** Strategic Alignment: Learn to map corporate communication goals directly to business ROI and long-term organizational strategy.
- 02** Agile Execution: Master adaptive campaign planning methods to navigate rapidly shifting modern landscapes.
- 03** Cross-Stakeholder Engagement: Build robust communication strategies that resonate with diverse internal and external stakeholders.
- 04** Future Proofing: Acquire modern frameworks for managing public narrative integrity in automated media ecosystems.

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. Interactive workshop: Constructing a customized 12-month strategic corporate communications plan.

Detailed programme

Day 1: Foundations of Next-Generation Strategic Communication

01 The Corporate Communication Ecosystem

- Shifting dynamics in corporate communication, stakeholder expectations, and decentralized media channels.

02 Strategic Narrative & Brand Positioning Alignment

- Crafting scalable core narratives that align organizational identity with strategic business goals.

03 Stakeholder Mapping & Audience Intelligence

- Advanced audience profiling, sentiment mapping, and tailored engagement strategies across key personas.

04 Integrated Strategic Communication Planning

- Designing multi-channel communications blueprints that synchronize PR, IR, HR, and marketing efforts.

Detailed programme

Day 2: Advanced Execution, Governance & Measurement

05 Omni-Channel Content Delivery Strategies

- Optimizing message distribution across earned, owned, shared, and paid channels for maximum impact.

06 Enterprise Communications Governance & Risk Mitigation

- Developing governance frameworks, policy guidelines, and message alignment protocol across global teams.

07 PR Performance Metrics, Attribution & Business ROI

- Translating PR activities into meaningful executive metrics, brand value retention, and organizational growth.

08 Action Plan & Strategic Roadmap Development

- Interactive workshop: Constructing a customized 12-month strategic corporate communications plan.

How you will learn

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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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