



Developing Global Strategies in International Public Relations Training Course

18 - 22 May 2026



Vienna



5700 € (Per Person)

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Course Introduction / Overview:

In a world that is more connected than ever, public relations professionals need to understand how to communicate effectively across borders and cultures. This course, offered by BIG BEN Training Center, is designed to give you the skills to develop and execute powerful international public relations campaigns. We will explore key concepts from academics like James E. Grunig, known for his work on global public relations and symmetrical communication models, and draw on frameworks presented in books like "Global Public Relations: Spanning Borders, Spanning Cultures" by Craig VanSlyke. The program covers everything from understanding cultural nuances in communication to managing a global brand's reputation and handling international crises. We'll show you how to tailor your messages for different audiences and navigate the complex legal and political landscapes of international markets. You'll leave with knowledge and confidence to work with media, governments, and publics around the world, making sure your organization's message is heard and understood wherever it operates.

Target Audience / This training course is suitable for:

- Public relations and communications professionals in multinational corporations.
- International relations and public affairs specialists.
- Global marketing and brand managers.
- Diplomats and government representatives.
- Non-profit and NGO leaders working in multiple countries.
- Media relations staff handling international press.
- Anyone responsible for a brand's reputation in a global market.

Target Sectors and Industries:



- Corporate and private businesses with global operations.
- Government agencies and public sector.
- Non-profit organizations and international NGOs.
- Media and entertainment industry.
- Technology and telecommunications.
- Hospitality and tourism.
- International trade and commerce.

Target Organizations Departments:

- Corporate Communications.
- Public Relations and External Affairs.
- International Marketing.
- Global Brand Management.
- Public Affairs and Government Relations.
- Investor Relations.
- Crisis Management.

Course Offerings:

By the end of this course, the participants will have able to:

- Develop and execute a strategic public relations plan for international markets.
- Understand cultural differences and their impact on communication.
- Manage a global brand's reputation and public image.
- Handle media relations across different countries and regions.
- Navigate the complex legal, political, and social issues of international PR.
- Create and adapt messages that resonate with diverse audiences.
- Plan for and respond to international crises.
- Use communication to build long-term relationships with global stakeholders.



Course Methodology:

Our training is built on a highly interactive and case-based approach that helps you understand the real-world challenges of international PR. We go beyond theoretical concepts, using a mix of real-world case studies from successful and unsuccessful global campaigns. Participants will work on a group project where you will develop a complete PR strategy for a company entering a new international market. This gives you a chance to apply the skills you've learned in a safe and supportive environment. BIG BEN Training Center's instructors, who are seasoned international communications professionals, will provide personalized feedback and guidance. We will also use role-playing scenarios, where you can practice negotiating with foreign journalists or responding to a global crisis. The program includes workshops on using digital tools for global media monitoring and social media management, giving you the practical skills, you need to succeed in today's global market.

Course Agenda (Course Units):

Unit One: Foundations of International Public Relations

- The role of PR in a globalized world.
- Understanding cultural differences and communication models.
- The challenges and opportunities of international communication.
- The importance of ethics and social responsibility in global PR.
- Centralized vs. decentralized communication strategies.
- Stakeholder mapping in a global context.
- Building a consistent global brand identity.

Unit Two: Global Media Relations and Outreach



- Identifying and building relationships with international media.
- Pitching stories to a global audience.
- Writing press releases and media materials for different regions.
- The importance of localizing your message and content.
- Managing media requests from around the world.
- The role of global news agencies and wire services.
- Handling different media expectations and deadlines.

Unit Three: Cross-Cultural Communication and Messaging

- Understanding Hofstede's Cultural Dimensions Theory.
- The impact of language and non-verbal communication.
- Developing messages that are culturally sensitive and relevant.
- The role of social media in cross-cultural communication.
- Using storytelling to build a global community.
- The challenges of translating messaging without losing meaning.
- Building trust across different cultures.

Unit Four: Global Crisis Communication and Risk Management

- Identifying potential international risks and crises.
- Creating a global crisis communication plan.
- The role of a central command in a global crisis.
- The importance of speed and transparency.
- How to manage media and public opinion in multiple countries at once.
- Recovering from a crisis and rebuilding a global reputation.
- The legal and political considerations of international crises.

Unit Five: Emerging Trends in Global PR



- The role of technology and data in global PR.
- The rise of the global citizen and activist consumer.
- The importance of public affairs and government relations.
- Building a global public relations team.
- The ethical implications of global communication.
- The future of global communications.
- How to stay on top of a rapidly changing global landscape.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How can a global public relations team effectively maintain a single, consistent brand message across all international markets while also adapting that message to be culturally sensitive and relevant to diverse local audiences?

What unique qualities does this course offer compared to other courses?



This course is different because it focuses on the complex, unique challenges of international public relations and cross-cultural communication. While many PR courses focus on a single market, this program gives you a comprehensive framework for managing a brand's reputation on a global scale. We go deep into topics like cultural nuances, international media relations, and global crisis management, which are essential for anyone working in a multinational company. The program is highly practical, with case studies and hands-on exercises that mirror the real-world situations you will face. Our instructors are seasoned professionals with experience working in different countries and cultures. This course is for anyone who wants to turn a simple message into a powerful global communication tool, ensuring their brand's story is understood and appreciated around the world.