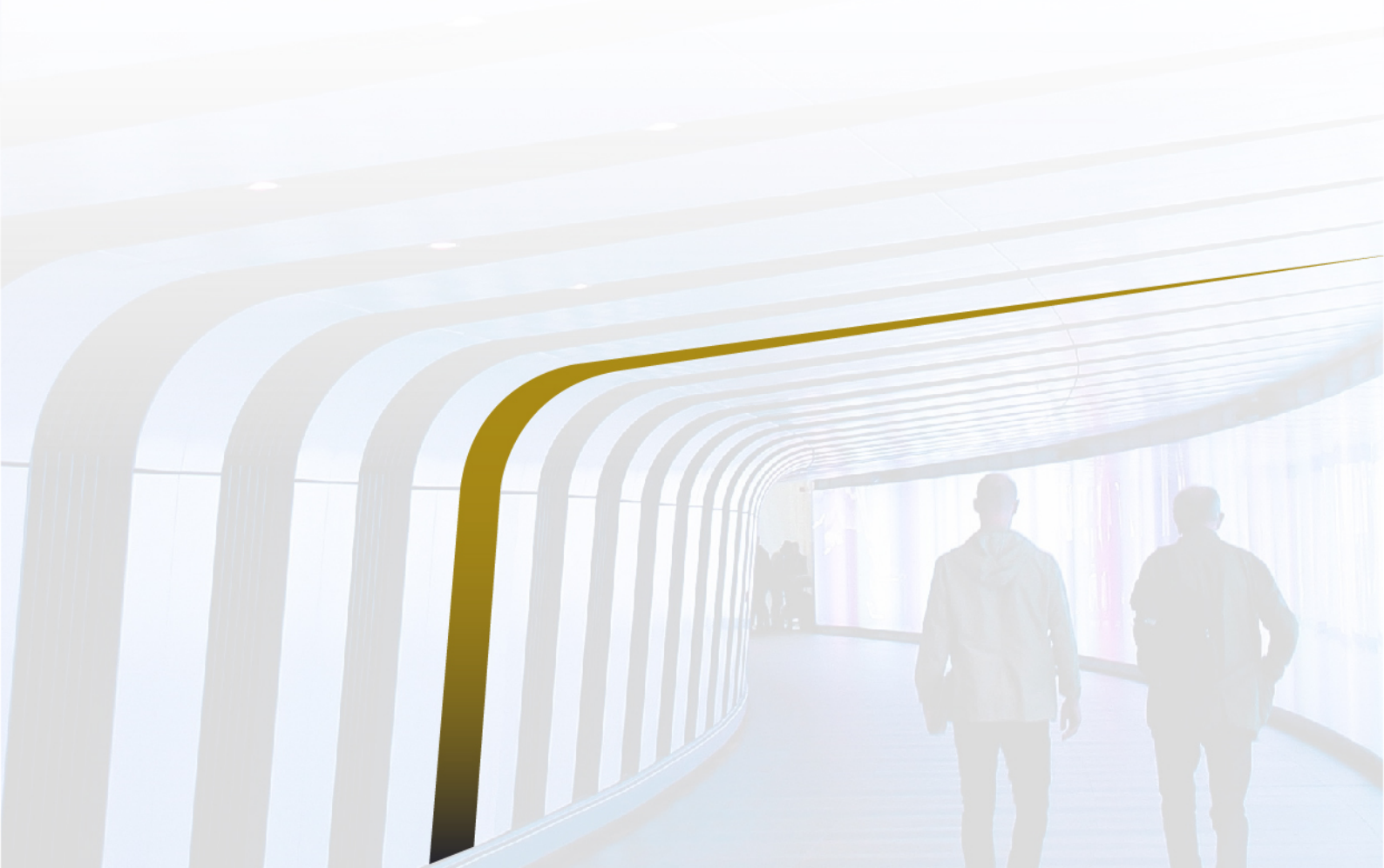
Managing Influencer Relations in the Digital Age Training Course



13 - 17 Jul 2026

Brussels

4400 € (Per Person)

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Course Introduction / Overview:

In today's digital world, traditional marketing and PR strategies are no longer enough to build and maintain a strong brand reputation. Influencer relations have become a key part of modern communications, and it's essential for professionals to understand how to manage these relationships ethically and effectively. This course, offered by BIG BEN Training Center, gives you the skills to develop and execute a successful influencer strategy from start to finish. We'll look at the work of academics like Sevil Yesiloglu and Joyce Costello, who wrote the book "Influencer Marketing: Building Brand Communities and Engagement," to explore how influencer marketing fits into broader communication strategies. We cover everything from identifying the right influencers and building long-term partnerships to navigating legal and ethical issues. You'll learn how to create authentic collaborations that resonate with your target audience, moving beyond simple transactions to create valuable, long-term relationships. This program is for anyone who wants to turn a simple collaboration into a powerful tool for brand building, engagement, and growth.

Target Audience / This training course is suitable for:

- Public relations and communications professionals.
- Social media and digital marketing managers.
- Brand managers and specialists.
- Corporate communications and media relations staff.
- Content creators and community managers.
- Entrepreneurs and small business owners.
- Anyone responsible for managing partnerships with influencers.

Target Sectors and Industries:

- Public relations and marketing agencies.
- Retail and e-commerce.
- Technology and digital services.
- Hospitality and tourism.
- Media and entertainment.
- Consumer goods.
- Government agencies and public sector.

Target Organizations Departments:

- Public Relations.
- Corporate Communications.
- Marketing.
- Brand Management.
- Digital Strategy.
- Community Management.
- Executive Office.

Course Offerings:

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

- Develop a strategic plan for influencer relations that aligns with business objectives.
- Find and evaluate influencers who are a good fit for their brand.
- Build authentic, long-term relationships with influencers.
- Create and negotiate fair collaboration agreements.
- Measure the success and return on investment (ROI) of influencer campaigns.
- Understand and navigate the legal and ethical issues of influencer marketing.
- Develop a crisis communication plan for influencer-related issues.
- Integrate influencer relations into a larger brand communication strategy.

Course Methodology:

Our training uses a practical, hands-on approach that gets you ready for the real-world challenges of influencer relations. We go beyond just talking about what influencers are, focusing on how to build and maintain genuine relationships. The program includes a series of case studies where you'll analyze real-life influencer campaigns, both good and bad, to understand what makes them work. You'll also take part in a capstone project where you will develop an influencer relations strategy for a brand of your choice. This hands-on experience helps you apply all the skills you've learned. BIG BEN Training Center’s instructors, who are seasoned experts in the field, will give you personalized feedback and guidance. We will also use workshops and role-playing exercises so you can practice negotiating contracts and handling difficult conversations with influencers. Our goal is to make sure you have the skills and confidence to create powerful, long-lasting collaborations that help your brand grow.

Course Agenda (Course Units):

Unit One: Foundations of Influencer Relations

- Understanding the evolution of influencer marketing.
- The different types of influencers, from macro to nano.
- The psychology of influence and trust building.
- Key differences between influencer relations and traditional PR.
- The importance of authenticity and transparency.
- How to define your campaign goals and key performance indicators.
- The role of influencers in a modern marketing mix.

Unit Two: Finding and Vetting Influencers

- Using tools to find influencers who fit your brand.
- How to vet an influencer's audience and engagement.
- The importance of checking for brand alignment and values.
- Building an initial outreach strategy.
- Drafting an effective pitch that gets noticed.
- How to manage and organize your influencer database.
- The role of audience demographics in influencer selection.

Unit Three: Building and Maintaining Relationships

- How to go from a pitch to a genuine relationship.
- Best practices for communication and collaboration.
- Creating a mutually beneficial partnership.
- The importance of a long-term relationship over a one-time transaction.
- How to manage expectations and provide clear guidance.
- Handling difficult conversations and disagreements.
- Fostering a community of brand advocates.

Unit Four: Legal, Ethical, and Financial Considerations

- Understanding disclosure laws and regulations.
- The importance of a clear and fair contract.
- Negotiating compensation and deliverables.
- Handling product seeding and gifting.
- The ethics of paid partnerships.
- What to do when a collaboration goes wrong?
- The role of authenticity in legal compliance.

Unit Five: Measuring Success and Future Trends

- Key metrics for tracking ROI in influencer campaigns.
- Using analytics to measure engagement, reach, and conversions.
- Creating a comprehensive campaign report.
- The role of testing in optimizing influencer content.
- The future of influencer relations, including AI and virtual influencers.
- The rise of social commerce and creator-led brands.
- How to stay on top of a rapidly changing industry.

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:

In an industry where authenticity is paramount, how can public relations professionals ensure that a sponsored influencer collaboration feels genuine and trustworthy to the audience, especially when there is a financial incentive involved?

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

This training course is different because it focuses on the "relations" part of influencer relations. We don't just talk about the basics of finding an influencer or tracking metrics. Instead, we give you a deep understanding of how to build, nurture, and maintain genuine, long-term partnerships. The program is built around ethical practice, helping you create collaborations that are transparent and authentic, which is essential for building trust with both influencers and their audiences. We use real-world case studies and hands-on projects, giving you the chance to apply everything you've learned. Our instructors are seasoned professionals who know the ins and outs of the industry. This course is for anyone who wants to move beyond simple transactions and become a strategic leader in influencer relations, ensuring every collaboration adds real value to their brand's reputation and growth.