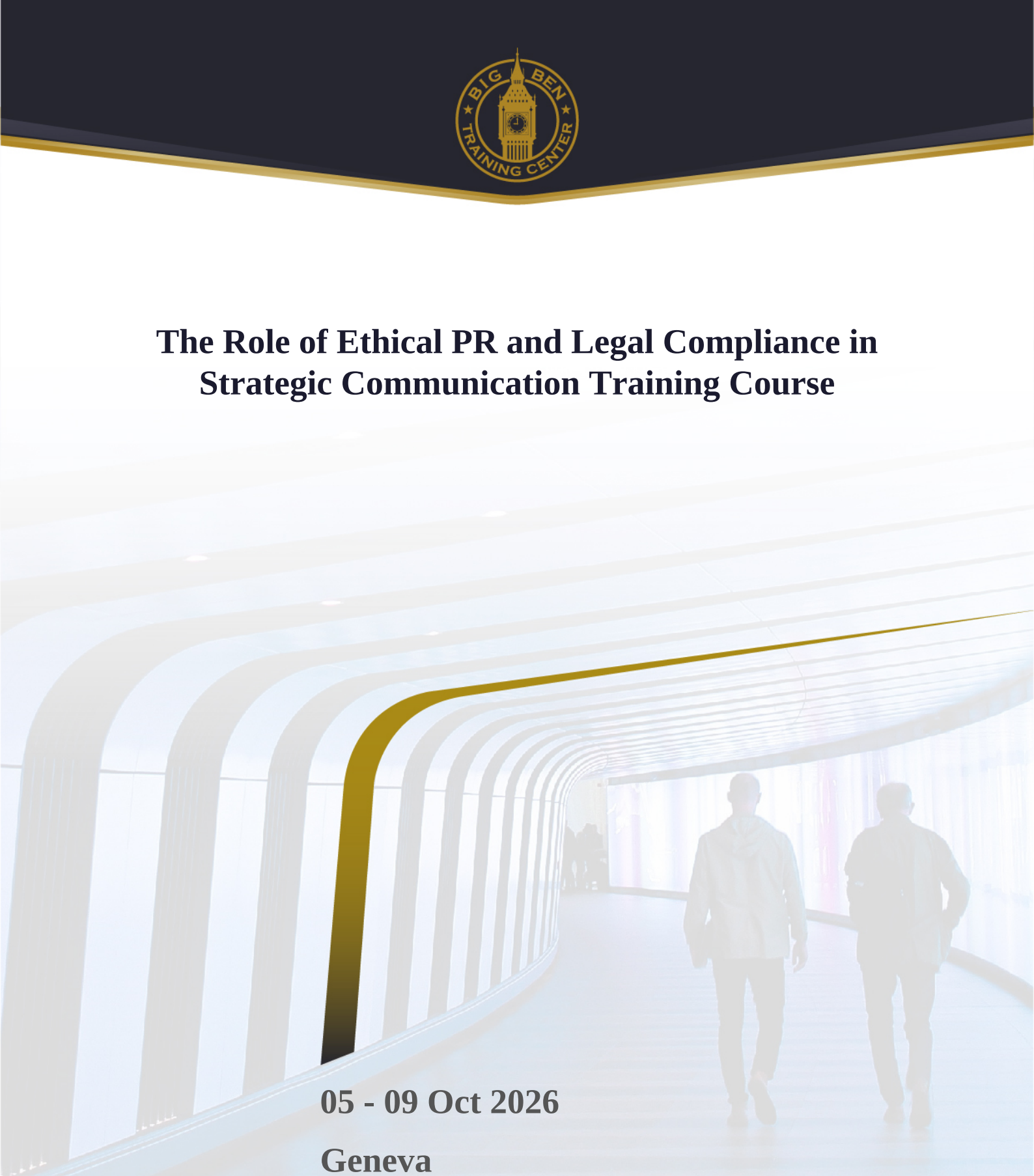
The Role of Ethical PR and Legal Compliance in Strategic Communication Training Course



05 - 09 Oct 2026

Geneva

6200 € (Per Person)

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Course Introduction / Overview:

In a world where public trust is more important than ever, understanding the ethical and legal foundations of communication is essential for any professional. This course, offered by BIG BEN Training Center, is designed to give you a deep understanding of these crucial principles. We'll explore core concepts from leading academic voices like Shannon A. Bowen, known for his work in public relations ethics, and delve into the framework presented in books like "The Ethical Public Relations Handbook" by Brad Rawlins. The program covers everything from truth and transparency in messaging to navigating complex legal issues such as libel, copyright, and data privacy. We'll show you how to develop a communication strategy that is not only effective but also ethically sound and legally compliant. You'll learn to identify ethical dilemmas before they become a crisis, uphold your organization's reputation, and build lasting credibility with stakeholders. This course is for anyone who wants to ensure their communication efforts are built on a strong foundation of integrity, protecting both their brand and their audience.

Target Audience / This training course is suitable for:

- Public relations and communications managers.
- Corporate communications and media relations specialists.
- Marketing and brand managers.
- Public information officers and government spokespeople.
- Legal and compliance professionals.
- Social media managers and content creators.
- Senior executives and C-suite leaders.
- Anyone responsible for public messaging and brand reputation.

Target Sectors and Industries:

- Corporate and private businesses.
- Government agencies and public sector.
- Non-profit organizations and NGOs.
- Media and entertainment industry.
- Technology and digital services.
- Healthcare and pharmaceuticals.
- Financial and banking services.

Target Organizations Departments:

- Corporate Communications.
- Public Relations and External Affairs.
- Marketing and Branding.
- Legal and Compliance.
- Human Resources.
- Executive Leadership.
- Crisis Management Teams.

Course Offerings:

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

- Identify and navigate complex ethical dilemmas in communication.
- Understand the legal landscape of public relations, including libel and copyright law.
- Develop a communication strategy that prioritizes transparency and truthfulness.
- Create and implement an ethical code for their organization’s communications.
- Protect their brand’s reputation by managing information responsibly and honestly.
- Handle sensitive information and privacy issues with care and compliance.
- Advise leadership on the ethical implications of communication decisions.
- Use communication to build long-term trust and credibility with the public.

Course Methodology:

Our training is built on an interactive and hands-on approach that goes beyond simply talking about ethics and legal rules. We will use a variety of teaching methods to ensure that you can put these principles into practice. The program includes in-depth case studies of real-world ethical lapses and legal disputes, so you can analyze what went wrong and how to avoid similar mistakes. We will also use role-playing exercises, where you can practice handling difficult scenarios, such as responding to a journalist's tough questions or advising a CEO on a sensitive matter. BIG BEN Training Center believes in a collaborative learning environment. You'll engage in group discussions, peer feedback, and problem-solving sessions to explore different perspectives on complex issues. The course also includes practical workshops on creating ethical guidelines, conducting risk assessments, and using tools to monitor for potential legal or reputational threats. Our instructors, seasoned experts with backgrounds in both public relations and law, will provide personalized feedback to help you build your confidence and judgment.

Course Agenda (Course Units):

Unit One: Foundations of Ethical Communication

- Understanding the core principles of communication ethics.
- The role of truth, transparency, and accountability.
- Identifying ethical dilemmas in public relations.
- Developing an organizational code of ethics.
- The importance of corporate social responsibility.
- Ethical decision-making frameworks.
- Building a culture of integrity and trust.

Unit Two: Legal Frameworks for Public Relations

- An overview of legal considerations in communication.
- Understanding libel, slander, and defamation law.
- Copyright and intellectual property rights.
- Data privacy and GDPR compliance.
- The legal implications of social media campaigns.
- Navigating the rules of advertising and promotion.
- Working with legal counsel to mitigate risk.

Unit Three: Ethical Practices in Media and Content Creation

- Honest and transparent media relations.
- The ethics of pitching stories and building relationships.
- The use of influencers and native advertising.
- Navigating misleading information and fake news.
- Ensuring accuracy in all public statements.
- Creating ethical and responsible content.
- Disclosing conflicts of interest.

Unit Four: Crisis Communication and Reputation Management

- The ethical responsibilities in a crisis.
- Developing a crisis communication plan with integrity.
- Balancing transparency with legal and operational needs.
- The importance of stakeholder communication during a crisis.
- Communicating with empathy and honesty.
- Navigating online backlash and reputational attacks.
- Rebuilding trust after a crisis.

Unit Five: Emerging Trends and Future Challenges

- The ethical use of artificial intelligence in communication.
- Addressing bias and diversity in messaging.
- The role of PR in social and political issues.
- Navigating a global and interconnected media landscape.
- Protecting your organization from online risks.
- The future of ethical communication.
- The importance of continuous learning in a changing world.

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 era of instant and unfiltered information, how can communication professionals effectively balance an organization’s need for immediate public response with the ethical duty of ensuring factual accuracy and legal compliance?

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

This training course is unique because it combines a deep dive into communication ethics with the practical, legal knowledge needed to succeed in today’s complex media environment. While many courses touch on ethics, this program places it at the very core of every topic, from creating content to managing a crisis. We focus on real-world scenarios and give you the skills to not only identify a potential issue but to handle it proactively and with integrity. This course is not about avoiding problems, it’s about making good choices that protect your brand and build trust for the long term. We cover complex subjects, like data privacy and the legal use of social media, in a way that is clear and easy to understand. Our program is designed for professionals who want to move beyond basic communication techniques and become strategic leaders who can guide their organizations with a strong ethical compass.