Strategic Public Relations and Reputation Management Training Course

09 - 13 Nov 2026

Lisbon

4500 € (Per Person)

Ref: #CW4398_24296

Course Introduction / Overview:

In today's hyper-connected world, corporate reputation is a critical asset that directly impacts an organization's success, stakeholder trust, and bottom line. This intensive training course provides a comprehensive framework for mastering the dual disciplines of public relations and corporate reputation management. We will move beyond theoretical concepts to deliver actionable strategies for building, maintaining, and protecting a positive public image. The curriculum is deeply rooted in established principles, drawing from the foundational work of pioneers like Scott M. Cutlip, whose text "Effective Public Relations" continues to inform modern practice. Participants will explore the entire lifecycle of reputation management, from proactive brand storytelling and strategic media relations to navigating the complexities of crisis communication and digital PR. BIG BEN Training Center has designed this program to equip professionals with the tools to manage public perception effectively, engage key stakeholders, and align communication efforts with overarching business objectives, ensuring a resilient and favorable corporate identity in a volatile landscape.

Target Audience / This training course is suitable for:

- Public Relations Professionals and Managers.
- Corporate Communications Specialists.
- Marketing Executives and Brand Managers.
- Crisis Management Team Members.
- Social Media Managers.
- Investor Relations Officers.
- Public Affairs Consultants.
- Business Owners and Entrepreneurs.
- Senior Executives and C-Suite Leaders.
- Anyone responsible for an organization's external image and communication.

Target Sectors and Industries:

- Technology and Software Development.
- Banking, Finance, and Insurance.
- Healthcare and Pharmaceuticals.
- Energy, Oil, and Gas.
- Telecommunications.
- Retail and Consumer Goods.
- Hospitality and Tourism.
- Government and Public Sector Agencies.
- Non-Profit and Non-Governmental Organizations.
- Professional Services and Consulting.

Target Organizations Departments:

- Public Relations Department.
- Marketing and Communications Department.
- Corporate Affairs Department.
- Investor Relations Department.
- Human Resources Department.
- Legal and Compliance Department.
- Executive Leadership Offices.
- Customer Service Department.

Course Offerings:

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

- Develop and implement comprehensive public relations strategies that support business goals.
- Build and maintain strong, positive relationships with media outlets and key journalists.
- Craft compelling corporate narratives, press releases, and official statements.
- Manage and mitigate reputational risks through proactive issue management.
- Execute a structured crisis communication plan to protect the organization's integrity.
- Leverage digital PR and social media to enhance online reputation management.
- Measure the effectiveness and ROI of public relations campaigns using modern metrics.
- Engage effectively with diverse stakeholders, including investors, employees, and customers.
- Cultivate a strong corporate identity and brand voice across all communication channels.
- Apply ethical principles to all public relations activities and decisions.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, practical, and highly interactive, ensuring that participants can immediately apply their learning in a professional context. We move beyond traditional lectures to foster a dynamic learning environment built on real-world application. The course heavily utilizes case study analysis of both successful and unsuccessful public relations campaigns, allowing participants to deconstruct strategies and understand their real-world impact. Interactive workshops and group exercises will challenge attendees to develop press releases, create crisis communication plans, and simulate media interviews, providing a safe space to practice and refine critical skills. Team-based projects will encourage collaborative problem-solving and the exchange of diverse perspectives. Throughout the course, there will be structured feedback sessions with the instructor, ensuring personalized guidance and development. This blended approach of theoretical knowledge, practical application, and peer-to-peer learning guarantees a robust and memorable educational experience.

Course Agenda (Course Units):

Unit One: Foundations of Modern Public Relations and Reputation

- The evolution of public relations in the digital age.
- Defining corporate reputation and its core components.
- The critical link between PR, brand identity, and corporate culture.
- Understanding stakeholder theory and stakeholder mapping techniques.
- Ethical considerations and professional standards in public relations.
- Introduction to PR planning models and frameworks.
- The role of research in strategic public relations.

Unit Two: Strategic Media Relations and Content Creation

- Building and managing a professional media contact list.
- Mastering the art of the press release and media kit.
- Developing compelling story angles and pitching to journalists.
- Techniques for effective media interviews and press conferences.
- Corporate storytelling and crafting a powerful brand narrative.
- Creating engaging content for different platforms and audiences.
- Managing internal communications to align employee messaging.

Unit three: Proactive Crisis Communication and Issue Management

- Identifying potential crises and reputational risks.
- Developing a comprehensive crisis communication plan.
- Forming and training a crisis management team.
- The first 24 hours of a crisis, the golden rules of response.
- Crafting holding statements and managing information flow.
- The role of the spokesperson during a crisis.
- Post-crisis analysis and reputation repair strategies.

Unit Four: Digital PR and Online Reputation Management (ORM)

- The intersection of traditional PR and digital marketing.
- Leveraging social media for brand building and engagement.
- Managing online reviews and customer feedback.
- Strategies for dealing with online criticism and negative content.
- Introduction to influencer relations and digital outreach.
- Monitoring online conversations and brand mentions.
- Using digital tools to measure online sentiment and reach.

Unit Five: Measuring PR Impact and Advanced Reputation Strategy

- Setting clear objectives and key performance indicators (KPIs) for PR.
- An overview of PR measurement tools and methodologies.
- Calculating Advertising Value Equivalency (AVE) and its alternatives.
- Linking PR activities to tangible business outcomes and ROI.
- Conducting a corporate reputation audit.
- The role of Corporate Social Responsibility (CSR) in reputation building.
- Developing a long-term strategy for sustained reputational excellence.

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 hyper-transparency and instant social media feedback, can a corporate reputation ever be fully 'managed,' or is it merely influenced?

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

This course distinguishes itself by moving beyond the conventional boundaries of public relations training to offer an integrated, strategic perspective on corporate reputation as a whole. While many programs focus narrowly on media relations or social media tactics, our curriculum is built on the principle that a resilient reputation is the sum of all organizational actions and communications. We emphasize a proactive, risk-management approach, equipping participants not just to react to events but to anticipate and shape them. The course content is deeply rooted in both classic communication theory and contemporary digital practice, providing a balanced and comprehensive skill set. A key differentiator is our focus on measurement and accountability, teaching participants how to demonstrate the tangible business value of their PR and reputation management efforts. Through intensive case studies and realistic simulations, the program provides a practical, hands-on experience that builds confidence and prepares professionals to handle the complex, high-stakes challenges of protecting and enhancing their organization's most valuable intangible asset.