Strategic Communication and Stakeholder Engagement Training Course



07 - 11 Dec 2026

Amsterdam

5900 € (Per Person)

Ref: #CW4521_24303

Course Introduction / Overview:

In today's hyper-connected and transparent business environment, the ability to communicate strategically and manage stakeholder relationships effectively is no longer a soft skill but a critical driver of organizational success and sustainability. This intensive training course is designed to equip professionals with the advanced knowledge and practical tools needed to navigate the complex landscape of corporate communications. Moving beyond traditional public relations, the program delves into an integrated approach where communication is a core strategic function, directly aligned with business objectives. Drawing on foundational concepts from academics like R. Edward Freeman, particularly his seminal work on stakeholder theory in "Strategic Management: A Stakeholder Approach", participants will learn to identify, prioritize, and engage with a diverse range of stakeholders. BIG BEN Training Center has developed this curriculum to bridge the gap between theory and practice, ensuring that every module provides actionable insights. Participants will master the art of crafting compelling narratives, managing corporate reputation, navigating crises with confidence, and measuring the tangible impact of their communication efforts on the bottom line. This course is a comprehensive journey from foundational principles to advanced strategic implementation, empowering you to become a trusted advisor and a leader in corporate communication.

Target Audience / This training course is suitable for:

- Public Relations (PR) Managers and Specialists.
- Corporate Communications Directors and Officers.
- Stakeholder Relations and Engagement Managers.
- Investor Relations Professionals.
- Corporate Social Responsibility (CSR) Managers.
- Public Affairs and Government Relations Advisors.
- Internal Communications Specialists.
- Marketing and Brand Managers.
- Senior Executives and Business Leaders.
- Human Resources Managers involved in employee engagement.

Target Sectors and Industries:

- Banking and Financial Services.
- Technology and Telecommunications.
- Healthcare and Pharmaceuticals.
- Energy, Oil, and Gas.
- Manufacturing and Engineering.
- Retail and Consumer Goods.
- Professional Services and Consulting.
- Governmental bodies and public sector agencies.
- Non-Profit and Non-Governmental Organizations (NGOs).
- Hospitality and Tourism.

Target Organizations Departments:

- Corporate Communications Department.
- Public Relations (PR) Department.
- Marketing and Brand Management.
- Investor Relations Department.
- Human Resources (HR).
- Corporate Affairs.
- Strategy and Business Development.
- Legal and Compliance Departments.
- Executive Leadership Offices.
- Customer Service and Relations.

Course Offerings:

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

- Develop a comprehensive strategic communication plan aligned with organizational goals.
- Conduct thorough stakeholder mapping and analysis to prioritize engagement efforts.
- Craft clear, consistent, and compelling messages for diverse audiences and channels.
- Implement effective internal communication strategies to foster employee engagement.
- Manage corporate reputation proactively and build a strong organizational brand.
- Design and execute a robust crisis communication plan to mitigate risks.
- Leverage digital and social media for effective stakeholder engagement.
- Communicate corporate social responsibility (CSR) initiatives authentically.
- Measure the effectiveness and ROI of communication campaigns using relevant metrics.
- Navigate the ethical challenges inherent in corporate communication and stakeholder relations.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, experiential, and directly applicable to the participant's professional context. This course moves beyond traditional lectures to create a dynamic learning environment where theory is immediately put into practice. A cornerstone of our approach is the extensive use of real-world case studies, allowing participants to analyze and deconstruct successful and unsuccessful communication strategies from various global organizations. Interactive group discussions and brainstorming sessions will be facilitated to encourage peer-to-peer learning and the exchange of diverse perspectives. Practical workshops will focus on hands-on skills such as stakeholder mapping, message development, and crisis simulation exercises. Role-playing scenarios will provide a safe space to practice difficult conversations and media interactions. Participants will receive constructive feedback from both the instructor and their peers, fostering continuous improvement throughout the five days. The methodology emphasizes a blended learning approach, combining expert instruction with collaborative problem-solving to ensure that participants leave with not only new knowledge but also the confidence and skills to implement their learnings immediately within their organizations.

Course Agenda (Course Units):

Unit One: Foundations of Strategic Corporate Communication

- The evolution from public relations to strategic communication.
- Integrating communication with corporate strategy and business objectives.
- Understanding stakeholder theory and its practical applications.
- The role of communication in building corporate identity and brand.
- Analyzing the modern media and communication landscape.
- Ethical principles and professional standards in corporate communication.
- Key frameworks for developing a communication strategy.

Unit Two: Mastering Stakeholder Analysis and Engagement

- Identifying and categorizing key internal and external stakeholders.
- Techniques for stakeholder mapping and prioritization.
- Analyzing stakeholder interests, influence, and expectations.
- Developing tailored engagement strategies for different stakeholder groups.
- Building and maintaining long-term stakeholder relationships.
- Managing shareholder and investor relations effectively.
- Strategies for government and community relations.

Unit Three: Crafting and Executing Communication Campaigns

- The principles of effective corporate storytelling and narrative building.
- Developing key messages and a consistent corporate voice.
- Selecting the optimal mix of communication channels (traditional and digital).
- Mastering media relations and press engagement.
- Planning and executing integrated external communication campaigns.
- Driving employee engagement through strategic internal communication.
- Leveraging social media for dialogue and reputation management.

Unit Four: Reputation, Crisis, and Change Management Communication

- Proactive strategies for building and protecting corporate reputation.
- Conducting a vulnerability audit and risk assessment.
- Developing a comprehensive crisis communication plan.
- Leading communication efforts during a crisis.
- Post-crisis communication and reputation recovery.
- The role of communication in leading organizational change.
- Communicating mergers, acquisitions, and restructuring effectively.

Unit Five: Measurement, CSR, and Future Trends

- Frameworks for measuring communication effectiveness and ROI.
- Using data and analytics to inform communication strategy.
- Communicating Corporate Social Responsibility (CSR) and sustainability initiatives.
- The impact of digital transformation on stakeholder communication.
- Navigating global and cross-cultural communication challenges.
- The future of corporate communication: AI, automation, and personalization.
- Developing a personal action plan for strategic communication leadership.

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 digital activism and instant information, how can a corporation authentically balance the conflicting interests of its diverse stakeholders without compromising its core values?

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

This course distinguishes itself through its holistic and deeply strategic approach, treating communication not as a support function but as a central pillar of corporate leadership and value creation. Unlike programs that focus on isolated skills like media relations or social media management, this curriculum integrates all facets of communication into a cohesive strategic framework. It emphasizes the direct link between effective stakeholder engagement and tangible business outcomes, such as enhanced reputation, investor confidence, and employee loyalty. The methodology is rooted in practical application, moving beyond theoretical models to immerse participants in complex, real-world case studies and crisis simulations that mirror the challenges they face professionally. Furthermore, the course content is forward-looking, addressing the future of the profession by incorporating modules on digital transformation, data analytics in communication, and the growing importance of authentic CSR narratives. It is designed not just to teach techniques, but to cultivate a strategic mindset, empowering participants to act as trusted advisors who can guide their organizations through an increasingly complex and interconnected world with integrity and foresight.