Strategic Public Relations and Corporate Reputation Training Course



21 - 25 Dec 2026

Milan

5900 € (Per Person)

Ref: #MAR3344_145770

Course Introduction / Overview:

In today's hyper-connected world, corporate reputation is a critical asset that directly impacts an organization's success and sustainability. This intensive training course provides a comprehensive framework for mastering the art and science of strategic public relations and proactive reputation management. Moving beyond traditional PR tactics, this program delves into the core principles that build and protect reputational capital. As discussed by leading academic Cees B.M. van Riel in his influential work, "Essentials of Corporate Communication," a cohesive communication strategy is paramount for aligning internal identity with external image. This course, offered by BIG BEN Training Center, is meticulously designed to equip participants with the skills to navigate complex communication landscapes, manage stakeholder engagement, and build resilient brand narratives. We will explore everything from foundational PR ethics and strategic planning to advanced digital PR, online reputation management, and robust crisis communication protocols, ensuring you can safeguard your organization's most valuable intangible asset.

Target Audience / This training course is suitable for:

- Public Relations Managers and Specialists.
- Corporate Communications Directors.
- Brand and Marketing Managers.
- Media Relations Officers.
- Social Media Managers.
- Investor Relations Professionals.
- Public Affairs and Government Relations Officers.
- Senior Executives and Business Leaders.
- Human Resources Managers involved in internal communications.
- Crisis Management Team Members.

Target Sectors and Industries:

- Banking and Financial Services.
- Healthcare and Pharmaceuticals.
- Technology and Telecommunications.
- Energy, Oil, and Gas.
- Consumer Goods and Retail.
- Hospitality and Tourism.
- Professional Services and Consulting.
- Governmental bodies and public sector organizations.
- Non-profit and non-governmental organizations.

Target Organizations Departments:

- Public Relations Department.
- Corporate Communications Department.
- Marketing and Brand Management Department.
- Investor Relations Department.
- Human Resources Department.
- Legal and Compliance Department.
- Executive Leadership and C-Suite Offices.
- Customer Service and Relations Department.
- Corporate Social Responsibility (CSR) Department.

Course Offerings:

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

- Develop a comprehensive strategic public relations plan aligned with business objectives.
- Master techniques for building and maintaining a positive corporate reputation.
- Effectively manage stakeholder relationships and communications.
- Implement proactive issue and crisis communication management strategies.
- Utilize digital PR and social media to enhance online reputation management.
- Measure the effectiveness of PR campaigns using key performance indicators.
- Craft compelling corporate narratives and key messages for diverse audiences.
- Handle media inquiries and conduct successful press conferences.
- Integrate Corporate Social Responsibility (CSR) into reputation-building efforts.
- Conduct a thorough reputation audit to identify risks and opportunities.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, engaging, and practical, ensuring participants can immediately apply their learning in a professional context. We move beyond theoretical lectures to foster a dynamic learning environment built on experiential activities. The course heavily utilizes real-world case studies of both successful and failed reputation management campaigns, allowing for in-depth analysis and discussion. Participants will engage in collaborative group exercises, such as developing a crisis communication plan for a simulated scenario and crafting strategic messages for different stakeholders. Interactive workshops and role-playing sessions, including mock media interviews, provide a safe space to practice and refine critical skills. Our expert facilitators encourage open dialogue and peer-to-peer learning, creating a rich environment for sharing experiences and insights. Continuous feedback is provided throughout the program to guide development and ensure a thorough understanding of strategic public relations principles and their practical application.

Course Agenda (Course Units):

Unit One: Foundations of Strategic Public Relations and Reputation

- The evolution of public relations from tactical to strategic function.
- Defining corporate reputation, image, and identity.
- The critical link between PR, reputation, and business objectives.
- Ethical considerations and professional standards in public relations.
- Introduction to key PR theories and models.
- Stakeholder identification, mapping, and engagement strategies.
- Understanding the modern media and communication landscape.

Unit Two: Developing and Implementing a PR Strategy

- Conducting situational analysis using SWOT and PESTLE.
- Setting clear, measurable, and achievable PR objectives (SMART goals).
- Developing core messages and a compelling corporate narrative.
- Identifying target audiences and segmenting publics.
- Selecting appropriate communication channels and tactics.
- Budgeting for and allocating resources for PR campaigns.
- Creating a comprehensive strategic PR plan document.

Unit Three: Proactive Corporate Reputation Management

- Building and managing reputational capital over time.
- The role of Corporate Social Responsibility (CSR) in reputation.
- Developing a thought leadership and executive positioning program.
- Techniques for effective online reputation management (ORM).
- Monitoring public perception and media sentiment.
- Frameworks for measuring reputation and PR effectiveness.
- Leveraging employee communication as a reputation-building tool.

Unit Four: Advanced Media Relations and Digital PR

- Crafting effective press releases and media kits.
- Building and maintaining relationships with journalists and influencers.
- Organizing and managing press conferences and media events.
- Mastering media interview and spokesperson techniques.
- Integrating social media into your overall PR strategy.
- Content creation and brand storytelling for digital platforms.
- Managing online communities and engaging with digital stakeholders.

Unit Five: Crisis Communication and Issue Management

- Differentiating between an issue, a risk, and a crisis.
- Proactive issue management and environmental scanning.
- Developing a robust crisis communication plan.
- Forming and training a crisis management team.
- Executing an effective crisis response strategy.
- Managing communication during and after a crisis.
- Case studies in crisis communication and reputation recovery.

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 digital activism, can a corporation truly control its reputation, or can it only influence the narrative?

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

This course distinguishes itself by focusing on the strategic integration of public relations with core business functions, treating reputation not as a byproduct of activity but as a managed corporate asset. Unlike programs that concentrate solely on tactical skills like writing press releases, our curriculum emphasizes the "why" behind the "what"—equipping participants with the analytical frameworks to develop proactive, data-informed strategies. We bridge the gap between classic communication theory and the realities of the modern digital ecosystem, addressing challenges like online reputation management and the velocity of social media crises with practical, actionable solutions. The course is built around a philosophy of resilience, teaching participants not only how to build a positive reputation but, more critically, how to protect and restore it in the face of adversity. Through intensive case study analysis and sophisticated simulations, participants gain a deep, nuanced understanding of stakeholder dynamics and the art of managing public perception, preparing them to be strategic counselors to their organizations rather than just communication technicians.