Strategic Media Relations and Stakeholder Engagement Training Course



28 Dec 2026 - 01 Jan 2027

Lisbon

4500 € (Per Person)

Ref: #MED5791_195369

Course Introduction / Overview:

In today's hyper-connected world, the lines between media relations and stakeholder engagement are increasingly blurred, creating a complex landscape for organizations to navigate. This course provides a comprehensive framework for mastering the art and science of building and maintaining positive relationships with both the media and key stakeholders. Drawing on foundational principles from academics like Edward Freeman, the originator of Stakeholder Theory, we explore how to move beyond transactional interactions to build genuine, long-term partnerships. This program, offered by BIG BEN Training Center, delves into the strategic alignment of communication efforts to ensure consistent messaging and robust reputation management. Participants will learn to craft compelling narratives, manage media inquiries with confidence, and develop proactive stakeholder engagement plans that support organizational goals. The curriculum is designed to be highly practical, referencing concepts from seminal works like "The Public Relations Handbook" to provide actionable strategies for everything from crisis communication to digital PR, ensuring you can effectively manage your organization's public perception and stakeholder expectations.

Target Audience / This training course is suitable for:

- Public Relations Managers and Specialists.
- Corporate Communications Officers.
- Media Relations Professionals.
- Stakeholder Relations and Engagement Managers.
- Public Affairs and Government Relations Officers.
- Marketing and Brand Managers.
- Investor Relations Professionals.
- Community Outreach Coordinators.
- Senior Executives and Business Leaders.
- Non-Profit and NGO Program Managers.

Target Sectors and Industries:

- Corporate and Private Sector Enterprises.
- Technology and Telecommunications.
- Healthcare and Pharmaceuticals.
- Financial Services and Banking.
- Energy, Oil, and Gas.
- Retail and Consumer Goods.
- Government Agencies and Public Sector Bodies.
- Non-Profit Organizations and Educational Institutions.
- Hospitality and Tourism.

Target Organizations Departments:

- Public Relations Department.
- Corporate Communications Department.
- Marketing and Sales Department.
- Investor Relations Department.
- Human Resources Department.
- Legal and Compliance Department.
- Corporate Social Responsibility (CSR) Department.
- Executive Management Offices.

Course Offerings:

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

- Develop a comprehensive stakeholder analysis and mapping strategy.
- Build and maintain productive relationships with journalists and media outlets.
- Craft compelling press releases, media kits, and corporate narratives.
- Master media interview techniques to deliver key messages effectively.
- Implement proactive crisis communication protocols to protect organizational reputation.
- Design and execute strategic stakeholder engagement plans.
- Utilize digital PR and social media to enhance communication outreach.
- Measure the effectiveness and ROI of media and stakeholder relations activities.
- Navigate the ethical considerations of modern public relations.
- Align communication strategies with overall business objectives.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, interactive, and highly practical, 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 participation and real-world application. The course heavily utilizes case study analysis of both successful and unsuccessful media and stakeholder campaigns, allowing participants to deconstruct complex scenarios and understand the strategic thinking behind them. Interactive group discussions and brainstorming sessions encourage peer-to-peer learning and the exchange of diverse perspectives. A significant portion of the training is dedicated to hands-on workshops and role-playing exercises, such as simulated media interviews and crisis management drills, which provide a safe space to practice and refine critical skills. Participants will receive constructive feedback from experienced instructors throughout the course, enabling continuous improvement. This blended approach ensures a deep understanding of theoretical concepts and the confidence to execute them effectively.

Course Agenda (Course Units):

Unit One: Foundations of Strategic Communication

- The modern media and stakeholder landscape.
- Integrating media relations and stakeholder engagement.
- The role of communication in reputation management.
- Understanding Grunig's models of public relations.
- Ethical principles in public and media relations.
- Aligning communication strategy with organizational goals.
- Introduction to key performance indicators (KPIs) in PR.

Unit Two: Mastering Stakeholder Analysis and Engagement

- Identifying and categorizing stakeholders.
- Conducting a comprehensive stakeholder mapping exercise.
- Analyzing stakeholder interests, influence, and impact.
- Developing a strategic stakeholder engagement plan.
- Techniques for effective listening and feedback collection.
- Managing stakeholder expectations and conflicts.
- Building long-term trust and partnerships with key groups.

Unit Three: Advanced Media Relations and Liaison

- Building a professional media contact list.
- Crafting newsworthy press releases and media pitches.
- The art of storytelling and corporate narrative development.
- Preparing for and conducting successful media interviews.
- Managing press conferences and media events.
- Utilizing digital PR and online newsrooms.
- Monitoring media coverage and analyzing sentiment.

Unit Four: Crisis Communication and Reputation Management

- Fundamentals of proactive crisis management.
- Developing a robust crisis communication plan.
- Identifying potential vulnerabilities and risks.
- Forming and managing a crisis communication team.
- Crafting clear and empathetic crisis messaging.
- Managing social media during a crisis.
- Post-crisis analysis and organizational learning.

Unit Five: Measurement, Integration, and Future Trends

- Measuring the impact and ROI of communication efforts.
- Using analytics for data-driven PR strategies.
- Integrating paid, earned, shared, and owned media (PESO model).
- The role of internal communications in stakeholder engagement.
- Exploring the impact of AI on public relations.
- Developing an integrated communication campaign from start to finish.
- Personal action planning for continuous professional development.

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 misinformation, how can organizations balance transparency with reputation management when engaging with diverse stakeholder groups?

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

This course distinguishes itself through its holistic and integrated approach, treating media relations and stakeholder engagement not as separate functions but as two sides of the same strategic coin. While many programs focus on the tactical skills of one area, we emphasize the synergy between them, enabling participants to build cohesive communication strategies that amplify key messages and fortify organizational reputation across all fronts. The curriculum is deeply rooted in practical application, moving beyond abstract theories to provide actionable frameworks and hands-on simulations, such as realistic crisis management drills and media interview role-plays. Furthermore, the course content is forward-looking, addressing contemporary challenges like digital misinformation, the ethics of AI in PR, and the measurement of communication ROI with sophisticated analytics. We focus on developing strategic thinkers who can navigate the complexities of the modern information ecosystem, build authentic relationships, and demonstrate the tangible value of communication to senior leadership. This strategic, integrated, and practical focus ensures participants leave not just with new skills, but with a new perspective on their role as custodians of their organization's reputation.