Strategic Community Relations and Stakeholder Engagement Training Course



21 - 25 Dec 2026

Paris

5800 € (Per Person)

Ref: #PR5058_135999

Course Introduction / Overview:

This course provides a comprehensive framework for mastering the art and science of strategic community relations and stakeholder engagement. In today's interconnected world, an organization's success is intrinsically linked to its ability to build and maintain positive relationships with a diverse array of stakeholders, from customers and employees to investors, regulators, and the wider community. Moving beyond traditional public relations, this program delves into the strategic imperatives of proactive engagement, aligning community initiatives with core business objectives to create shared value. Drawing upon foundational concepts from academics like R. Edward Freeman, a pioneer in stakeholder theory, participants will explore how to identify, prioritize, and effectively communicate with key groups. The curriculum, informed by principles discussed in works like "Strategic Stakeholder Management", is designed to be highly practical. BIG BEN Training Center has developed this course to equip professionals with the tools to design impactful CSR programs, manage corporate reputation, navigate complex social landscapes, and measure the tangible return on engagement efforts, ultimately fostering sustainable growth and social license to operate.

Target Audience / This training course is suitable for:

- Public Relations Managers and Specialists.
- Community Relations and Outreach Coordinators.
- Corporate Social Responsibility (CSR) Managers.
- Stakeholder Engagement and Relations Officers.
- Corporate Communications Professionals.
- Public Affairs and Government Relations Advisors.
- Project Managers and Team Leaders.
- Marketing and Brand Managers.
- Non-Profit and NGO Program Managers.
- Executives and Senior Leaders seeking to enhance corporate reputation.

Target Sectors and Industries:

- Energy, Oil, and Gas Sector.
- Banking and Financial Services.
- Telecommunications and Technology.
- Real Estate and Construction.
- Healthcare and Pharmaceuticals.
- Manufacturing and Industrial Operations.
- Retail and Consumer Goods.
- Hospitality and Tourism.
- Governmental agencies and public sector bodies.
- Non-profit organizations and foundations.

Target Organizations Departments:

- Corporate Communications and Public Relations.
- Corporate Social Responsibility (CSR) and Sustainability.
- Marketing and Brand Management.
- Human Resources.
- Legal and Regulatory Affairs.
- Strategic Planning and Business Development.
- Project Management Office (PMO).
- Investor Relations.
- Customer Service and Relations.

Course Offerings:

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

- Develop a comprehensive strategic plan for community relations and stakeholder engagement.
- Master stakeholder mapping and analysis to identify and prioritize key groups.
- Design and implement effective community outreach and corporate social responsibility programs.
- Formulate robust communication strategies tailored to diverse stakeholder audiences.
- Manage and enhance corporate reputation through proactive engagement.
- Navigate and mitigate risks associated with stakeholder conflicts and crises.
- Measure the impact and return on investment (ROI) of engagement initiatives.
- Build and sustain long-term, mutually beneficial partnerships with community organizations.
- Integrate digital tools and social media into stakeholder engagement strategies.
- Align community relations efforts with organizational goals and values for sustainable growth.

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. This course moves beyond theoretical lectures to foster a dynamic learning environment built on active participation. We utilize a blend of expert-led presentations, in-depth case study analyses of real-world corporate successes and failures, and collaborative group workshops. Participants will engage in hands-on exercises such as stakeholder mapping simulations, crisis communication role-playing, and developing a draft community engagement plan for a hypothetical organization. Interactive discussions and peer-to-peer feedback sessions are integral to the process, allowing for the exchange of diverse perspectives and experiences. Our expert facilitators guide participants through each module, providing personalized feedback and ensuring a deep understanding of the strategic principles. The emphasis is on building practical skills and strategic thinking, empowering attendees to return to their organizations with the confidence and competence to lead impactful stakeholder and community relations initiatives.

Course Agenda (Course Units):

Unit One: Foundations of Strategic Community and Stakeholder Relations

- The evolution from public relations to strategic stakeholder engagement.
- Core principles of stakeholder theory and its application in business.
- Identifying and categorizing internal and external stakeholders.
- The strategic importance of community relations for long-term success.
- Understanding the concept of social license to operate.
- Ethical considerations and transparency in stakeholder engagement.
- The link between community relations, CSR, and corporate reputation.

Unit Two: Developing the Engagement Strategy and Plan

- Conducting a comprehensive stakeholder analysis and mapping.
- Prioritizing stakeholders based on influence, interest, and impact.
- Setting clear, measurable objectives for your engagement strategy.
- Developing a strategic framework for community relations.
- Aligning engagement goals with overall business objectives.
- Resource allocation and budgeting for engagement activities.
- Creating a detailed stakeholder communication and engagement plan.

Unit Three: Executing Effective Community Engagement Programs

- Techniques for effective community outreach and consultation.
- Building and managing strategic partnerships with non-profits and community groups.
- Designing and implementing impactful Corporate Social Responsibility (CSR) initiatives.
- Leveraging employee volunteer programs for community engagement.
- Utilizing digital platforms and social media for stakeholder dialogue.
- Best practices for organizing community events and forums.
- Managing community investment and philanthropic strategies.

Unit Four: Advanced Communication and Reputation Management

- Crafting key messages for diverse stakeholder audiences.
- Techniques for persuasive communication and active listening.
- Managing difficult stakeholders and resolving conflicts constructively.
- Proactive reputation management and brand positioning.
- Developing a stakeholder-centric crisis communication plan.
- Responding to public criticism and activism effectively.
- The role of leadership in championing stakeholder engagement.

Unit Five: Measuring Impact and Sustaining Long-Term Relationships

- Developing Key Performance Indicators (KPIs) for community relations.
- Methods for measuring the effectiveness of stakeholder engagement.
- Introduction to Social Return on Investment (SROI) analysis.
- Creating and presenting impactful reports to senior management.
- Building feedback mechanisms for continuous improvement.
- Strategies for sustaining long-term trust and relationships.
- Future trends in stakeholder engagement and corporate citizenship.

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 heightened social awareness, how can organizations balance authentic stakeholder engagement with the strategic need to protect corporate reputation and achieve business objectives?

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

This training course distinguishes itself by adopting a deeply strategic, rather than purely tactical, approach to community and stakeholder relations. While many programs focus on the mechanics of public relations, this curriculum is built on the foundational principle that effective engagement must be fully integrated with core business strategy to create sustainable value. It moves beyond conventional communication techniques to equip participants with a comprehensive framework for analysis, planning, execution, and measurement. A key differentiator is the course's strong emphasis on the synergy between community relations, corporate social responsibility (CSR), and reputation management, treating them not as separate functions but as interconnected pillars of a holistic corporate citizenship strategy. Furthermore, the program is forward-looking, addressing contemporary challenges such as digital activism and the increasing demand for corporate transparency. By focusing on practical application through case studies, simulations, and strategic planning exercises, participants gain not just knowledge, but the sophisticated judgment required to navigate complex social landscapes and demonstrate the tangible business impact of their engagement efforts.