MERCURY

Strategic Communications Planning

19 – 23 July 2027
London (UK)



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Strategic Communications Planning

Ref: 121894_1056921 **Date:** 19 – 23 July 2027 **Location:** London (UK) **Fees:** 5800 Euro

Introduction

The Strategic Communications Planning course equips professionals with the knowledge to connect organizational strategy with purposeful, consistent, and measurable communication. It examines how organizations analyze communication environments, understand stakeholders, define objectives, develop strategic messages, select appropriate channels, and coordinate communication activities. Participants explore the complete communication planning process, from situation analysis and audience identification through implementation, monitoring, evaluation, and refinement. The program emphasizes aligning communication objectives with organizational priorities, strengthening stakeholder engagement, protecting reputation, and supporting sustainable organizational outcomes. It addresses integrated communication planning across internal, external, digital, media, and stakeholder channels. Participants will understand how strategic communication plans are formulated, evaluated, and continuously improved.

Targeted Groups

This Strategic Communications Planning training targets professionals seeking knowledge and skills:

- Communication managers coordinating organizational communication activities.
- Public relations professionals developing structured communication strategies.
- Corporate affairs specialists aligning messages with business priorities.
- Marketing professionals planning integrated communication campaigns.
- Government communication officers managing stakeholder information needs.
- Internal communication professionals supporting organizational change.
- Senior managers overseeing reputation, engagement, and communication performance.

Course Objectives

Participants will achieve the following objectives by completing the Strategic Communications Planning course:

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- Explain strategic communication principles and their organizational value.
- Analyze business priorities, communication challenges, and operating environments.
- Identify stakeholders, audiences, interests, needs, and information gaps.
- Develop clear communication objectives linked to organizational outcomes.
- Formulate evidence-based communication strategies and positioning approaches.
- Create consistent key messages for priority audience segments.
- Select appropriate channels, platforms, and communication tactics.
- Integrate internal, external, digital, media, and stakeholder communication.
- Establish communication timelines, responsibilities, resources, and governance.
- Develop measures for reach, engagement, response, and behavioral outcomes.
- Evaluate communication performance using relevant indicators and evidence.
- Adapt communication plans when risks, audiences, or conditions change.

Targeted Competencies

Participants will gain the following competencies during the Strategic Communications Planning program:

- Strategic communication analysis and structured planning.
- Stakeholder mapping and audience segmentation.
- Communication objective and outcome development.
- Message architecture and narrative consistency.
- Communication channel and media selection.
- Integrated communication campaign planning.
- Internal and external communication coordination.
- Reputation and issue management planning.
- Communication risk identification and response planning.
- Measurement, evaluation, and performance interpretation.
- Evidence-based communication decision-making.
- Continuous improvement of communication strategies.

Real-world Case Studies

In this Strategic Communications Planning training, participants develop skills through the following cases:

- An organization redesigns its internal communication plan during organizational change.
- A government organization develops stakeholder messaging for a new policy.
- The brand coordinates digital, media, and corporate communication around a launch.
- The service organization responds to reputational concerns through planned communication.
- A multinational aligns regional messages while preserving a consistent corporate narrative.

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Course Content

Unit 1: Foundations of Strategic Communications Planning

- Define strategic communication and its role in the organization.
- Distinguish strategy, tactics, activities, and routine messaging.
- Link mission, vision, strategy, and communication.
- Assess internal and external communication environments.
- Identify communication problems, opportunities, and constraints.
- Analyze organizational culture, reputation, and priorities.
- Review communication governance and responsibilities.
- Apply evidence-based communication planning principles.

Unit 2: Situation Analysis, Stakeholders, and Communication Objectives

- Conduct situation and environmental analysis.
- Identify priority stakeholders and audiences.
- Map stakeholder influence, interests, and needs.
- Apply effective audience segmentation methods.
- Analyze audience attitudes, behaviors, and concerns.
- Define clear and measurable communication objectives.
- Align communication objectives with business priorities.
- Establish communication success indicators.

Unit 3: Strategic Messaging, Positioning, and Narrative Development

- Develop communication strategies for organizational priorities.
- Define positioning that builds trust and reputation.
- Create audience-focused message frameworks.
- Develop key messages and supporting narratives.
- Maintain consistent messages across channels.
- Adapt messages to audience needs and contexts.
- Align messages with brand values and identity.
- Distinguish strategic and operational communication.

Unit 4: Communication Channels, Implementation, and Risk

- Evaluate channels against audience needs.
- Compare digital, social, media, and internal channels.
- Develop an integrated channel mix.
- Plan activities, timelines, and responsibilities.
- Coordinate internal and external communication.
- Allocate resources for communication execution.
- Identify communication risks and stakeholder reactions.
- Integrate crisis communication considerations.

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Unit 5: Strategic Communication Plan Implementation and Evaluation

- Design a structured communication plan.
- Define activities, milestones, resources, and owners.
- Develop communication calendars and priorities.
- Monitor communication performance and progress.
- Measure reach, engagement, and audience response.
- Interpret qualitative and quantitative communication data.
- Evaluate results against objectives and targets.
- Refine strategies through continuous improvement.

Final Insights & Key Takeaways

Strategic communication planning transforms organizational priorities into coordinated messages, audience-focused activities, appropriate channels, and measurable outcomes. Effective plans remain evidence-based, strategically aligned, adaptable to changing conditions, and focused on sustained stakeholder understanding and engagement.