MERCURY

Public Relations & Corporate Communications in the Banking Area

8 – 12 November 2027
New York (USA)



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Ref: 15190_1062228 **Date:** 8 – 12 November 2027 **Location:** New York (USA) **Fees:** 7900 Euro

Introduction:

Public Relations and Corporate Communications are fundamental to operational excellence and reputation management within the banking sector. In this highly scrutinized industry, effective communication strategies are vital. Modern methods, tools, and channels have greatly expanded the capacity for rapid interaction from a local to a global scale, making bank public relations a pivotal aspect of daily operations.

In this banking public relations and corporate communications course, we incorporate the intricate understanding of public relations and corporate communication within the banking area, allowing participants to master the concepts and applications necessary to navigate the dynamic financial communications landscape. The curriculum is designed to provide a hands-on approach, combining theoretical knowledge and practical skills essential for communicating effectively with key stakeholders and the public in banking.

This banking public relations and corporate communications course demystifies the complexity of banking communications through a series of interactive modules. It illustrates corporate communication and public relations in the banking world and how these practices can be refined and executed with precision to achieve the desired corporate outcomes.

Targeted Groups:

- Corporate Communications Practitioners and/or Managers.
- Public Relations Officers and/or Managers in Banking.
- Marketing Officers and/or Managers.
- Digital and Social Media Specialists.
- Internal Communications Practitioners.
- Professionals looking to enhance public relations in banking.

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Course Objectives:

At the end of this banking public relations and corporate communications course, participants will be able to:

- Set Corporate Affairs within a forward-thinking, strategic, and effective framework in the banking area.
- Gain insights into building stakeholder programs for continual, targeted communication.
- Explore the evolution of Corporate Affairs and public relations tools in banking.
- Comprehend the development of robust communication strategies, plans, and tactics and how to coordinate them effectively.
- Assess the role of research in crafting communication strategies tailored to the banking sector.
- Acquire the reputation management tools and techniques needed to handle the complex media environments in the banking industry.
- Manage knowledge within the organization for effective media and public relations.
- Influence external perceptions of the bank through first-class internal communications.
- Formulate a strategic plan for corporate communication and public relations in the banking sector.

Targeted Competencies:

By the end of this banking public relations and corporate communications training, target competencies will:

- Plan, organize, and leadership skills in corporate communication.
- Control and evaluate communication strategies.
- Know how to write proficiently and tailor communication to public relations in banking.
- Understand public speaking and proficient handling of media inquiries.
- Know how to build effective rapport within the banking context.
- Explore skills in providing and receiving corporate communication and public relations feedback.

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Course Content:

Unit 1: The Power of Communication:

- Know how to set goals for public relations in the banking industry.
- Approaches to Corporate and Public Affairs unique to banking.
- Establish and maintain a strong corporate identity and image in the banking area.
- Overview of corporate communications strategy focused on the specifics of banking.
- Manage external reputation and utilize communication as an influential agent of change.
- Emphasize the importance of communication skills for all managers in banking.

Unit 2: From the Inside Out: Crafting Consistent Messages:

- Explore the role of internal communications in fostering a cohesive message within the bank.
- Consider family and friends as stakeholders in public relations at the bank.
- Assess emotional capital within the context of banking.
- Mapping and monitoring communications channels specific to the banking sector.
- Set internal communications goals that are aligned with the bank's overall strategy.
- Explain new media adoption for rapid, direct interaction in a banking context.
- Utilize champions and opinion leaders in the communication strategy of a bank.
- Implement a multinational internal communications program in diverse banking environments.
- Generate commitment from key decision-makers within the banking area.

Unit 3: Risks and Threats: Their Identification and Management:

- Address single-issue politics and special interest groups relevant to the banking industry.
- Know the protocols for dealing with whistleblowers and the banking disclosure rules.
- Engage with external opinion formers who impact bank public relations.
- Embrace cause-related PR that aligns with core banking values.
- Campaign design and planning with a focus on bank-specific concerns.
- Develop a crisis management toolkit tailored to the banking sector.
- Create stakeholder interest inventories and manage opinion former networks in a banking context.

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Unit 4: Corporate Affairs/PR in the Corporate Mix:

- Know the placement of PR within the banking communication mix.
- Integrate PR into the marketing strategies of financial institutions.
- Explore the impact of direct response PR on bank-related activities.
- Learn about the significance of financial PR and effective strategy communication in banking.
- Explore the Role of Brand PR in Enhancing a bank's image.
- Understand techniques for measuring the impact of persuasive communications in banking.
- Align PR/Communications plans with marketing efforts in the financial sector.
- Leverage opportunities to enhance corporate affairs and customer relations in banking.

Unit 5: Powerful and Persuasive Action Planning:

- Measure impact and performance concerning the bank's bottom line.
- Translate overarching strategy into tactical operations within the banking sector.
- Explore future horizons for PR and corporate affairs development in banking.
- Summarize key tools and techniques: a tactical guide for banking professionals.
- Network strategies for recruiting allies in the banking industry.
- Presenting the case for strategic plans to top management within a banking context.
- Maximize results through integration with other disciplines in the banking field.
- Individual and group consultancy opportunities.
- Add resources for ongoing corporate communication and public relations development within the banking sector.

Unit 6: International Communication on CSR and Sustainability:

- Understand the communications and reporting revolution and its implications for banks.
- Explain strategies for effective sustainability reporting and communications in the financial sector.
- Ensure that sustainability efforts are communicated effectively and benefit the bank and its stakeholders.
- Know the decisions surrounding Sustainability Reports and adherence to global standards.
- Explore the Global Reporting Initiative within the context of banking.
- Craft and execute a sustainability reporting and communications strategy for banking institutions.

Unit 7: Common Mistakes in CSR Communication:

- Discuss the typical pitfalls to avoid in CSR.
- Communication to ensure that the bank's CSR
- Efforts and investments
- Create and preserve shareholders.
- Value and benefit the community.