MERCURY

Strategic Communications and Public Relations

2 – 6 August 2027
Kigali (Rwanda)



Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
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Ref: 121244_1071865 **Date:** 2 – 6 August 2027 **Location:** Kigali (Rwanda) **Fees:** 5300 Euro

Introduction

Strategic Communications and Public Relations are vital for shaping organizational reputation and fostering stakeholder engagement. This course provides an in-depth understanding of communication strategies, media relations, and reputation management. Participants will explore effective messaging, crisis communication, and brand positioning. The program emphasizes practical applications and real-world case studies. Learners will gain insights into integrating traditional and digital media for maximum impact. By the end of this course, participants will develop and execute strategic communications plans with measurable results.

Targeted Groups

This Strategic Communications and Public Relations targets professionals seeking specialized knowledge and skills:

- Corporate communications managers.
- Public relations officers.
- Marketing and branding specialists.
- Media relations coordinators.
- Government communication officials.
- NGO and nonprofit communication staff.
- Entrepreneurs are enhancing brand visibility.
- Professionals managing stakeholder engagement.

Course Objectives

Participants will achieve the following objectives through Strategic Communications and Public Relations:

- Develop effective communication strategies.
- Enhance public and media engagement skills.
- Manage organizational reputation proactively.
- Apply crisis communication techniques.
- Craft compelling messages for diverse audiences.
- Integrate digital and traditional media campaigns.
- Evaluate communication outcomes using metrics.
- Strengthen organizational branding and identity.
- Foster stakeholder trust and collaboration.
- Implement ethical and transparent communication practices.

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Targeted Competencies

Participants will gain the following competencies during the program:

- Strategic planning for communications initiatives.
- Media and press engagement techniques.
- Crisis response and reputation management.
- Brand messaging and identity development.
- Digital communication tools and social media strategies.
- Stakeholder mapping and relationship management.
- Effective internal and external communication.
- Performance measurement of communication campaigns.

Studying Scenarios

In this training, participants will develop their skills through the analysis of the following scenarios:

- Handling negative media coverage during a crisis.
- Launching a product with integrated media campaigns.
- Communicating corporate social responsibility initiatives.
- Responding to stakeholder inquiries during organizational change.
- Managing internal communications during mergers.
- Developing brand awareness in competitive markets.
- Utilizing social media analytics for strategic planning.

Course Content

Unit 1: Foundations of Strategic Communications

- Principles of strategic communications.
- Importance of public relations in organizations.
- Understanding organizational reputation.
- Communication ethics and transparency.
- Identifying internal and external audiences.
- Role of strategic messaging in brand building.

Unit 2: Media Relations and Engagement

- Techniques for building media relationships.
- Press release writing and distribution.
- Organizing press conferences and events.
- Handling media interviews professionally.
- Managing media inquiries during crises.
- Leveraging media coverage to strengthen the brand.

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Unit 3: Crisis Communication Strategies

- Identifying potential communication crises.
- Developing crisis response plans.
- Real-time decision-making in emergencies.
- Internal communication during crises.
- Public statements and social media updates.
- Evaluating crisis response effectiveness.

Unit 4: Integrated Communication Channels

- Traditional media versus digital media strategies.
- Social media platforms for engagement.
- Content creation and messaging consistency.
- Email and newsletter campaigns.
- Monitoring communication effectiveness.
- Adapting messages to different channels.

Unit 5: Measuring and Enhancing Communication Impact

- Key performance indicators for communications.
- Surveys and stakeholder feedback analysis.
- Social media analytics for strategy optimization.
- Evaluating campaign success and ROI.
- Continuous improvement in communication practices.
- Reporting communication outcomes to leadership.

Final Insights & Key Takeaways

Participants will leave equipped to implement strategic communications and public relations plans effectively. They will manage brand reputation and engage stakeholders confidently.