MERCURY

Public Relations & Corporate Communications (Certified Public Relations Officer)

1 – 5 February 2027
Amsterdam (Netherlands)



Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
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Ref: 5005_1078336 **Date:** 1 – 5 February 2027 **Location:** Amsterdam (Netherlands) **Fees:** 5600 Euro

Introduction

Public relations officers and corporate communications are indispensable aspects of paramount business performance. These fields leverage modern methodologies, tools, and various channels to significantly enhance the velocity at which communications propagate, spanning from local communities to global stages, thereby epitomizing the essence of executive corporate communication.

This certified public relations professional course offers a workshop and seminar that addresses real-world corporate communication and public relations challenges. Attendees of this corporate communication workshop and conference will gain hands-on experience from seasoned industry experts, cultivating best practices for successful corporate communications and PR.

Upon culminating this corporate communication training, participants will be awarded the best public relations certifications, marking them as certified public relations officers. This prestigious credential is recognized across the industry as a testament to the mastery of the corporate communication course and the artful execution of public relations training.

This corporate communication course embodies all the essential components to master corporate communication. Participants will train in corporate communication and internalize comprehensive insights into core corporate communications so they are prepared to lead their organization efforts effectively.

Targeted Groups

- Corporate communications practitioners and managers.
- Public relations officers and managers.
- Marketing officers and managers.
- Digital and social media specialists.
- Internal communications practitioners.
- Professionals aspiring to elevate their proficiency in communications within their spheres of accountability.

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Course Objectives

Participants of this corporate communications course will be adept, upon completion, capable of:

- Positioning corporate affairs within a strategic, anticipatory, and influential context.
- Cultivating substantive stakeholder engagement through robust, regular communication initiatives.
- Scrutinizing the evolution and application of corporate affairs tools.
- Synthesizing effective strategy, comprehensive plans, and tactical coordination.
- Implementing research-driven evaluations and leveraging findings for corporate enhancement.
- Mastering instruments and methodologies to manage corporate reputation amid intricate media landscapes.
- Administering organizational knowledge to streamline media management operations.
- Sculpting public perception through premier corporate internal communication mechanisms.
- Formulating strategic directives complemented by lucid, actionable plans.

Targeted Competencies

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

- Strategic planning, organizing, and robust leadership.
- Diligent controlling and meticulous evaluating.
- Proficient written communication skills.
- Public speaking and proficient media handling.
- Adept at building rapport and interpersonal connections.
- Providing constructive feedback while remaining receptive to criticism and suggestions.

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Course Content

Unit 1: The Power of Communication

- Established goal orientation for communication initiatives.
- Delineation of corporate affairs vs. public affairs modalities.
- Corporate identity and image construction.
- Overview and strategic implementation of corporate communications.
- Managing external reputation and utilizing communication as a transformative agent.
- Emphasizing communication as a universal managerial objective.

Unit 2: From the Inside Out: Crafting Consistent Messages

- Implementation of internal communications strategies.
- Acknowledging the value of employees' families and friends as stakeholders.
- Assessing the organization's emotional capital.
- Optimizing communications channel mapping and ongoing monitoring.
- Establishing ambitious internal communication objectives.
- Deploying new media for expeditious engagement and feedback.
- Identifying and incentivizing internal champions and opinion leaders.
- Evaluating the role of traditional company magazines and newsletters.
- Executing multinational internal communications initiatives to ensure congruence.
- Securing commitment from key internal decision-makers.

Unit 3: Risks and Threats: Their Identification and Management

- Navigating the challenges posed by single-issue politics.
- Effectively engaging with special interest groups.
- Managing whistleblower policies and disclosure regulations.
- Influencing external opinion formers to foster beneficial perceptions.
- Designing cause-related PR strategies anchored in core values.
- Tactical campaign design and meticulous planning.
- Crafting an emergency-ready crisis management toolkit.
- Comprehensive stakeholder interest inventories.
- Expanding and nurturing the opinion of former networks.

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Unit 4: Corporate Affairs/PR in the Corporate Mix

- Integrating PR within the overarching communications mix.
- PR in the marketing mix.
- The application of direct response PR methods.
- Navigating the complexities of financial PR.
- Harmonizing PR strategy alongside broader organizational goals.
- Implementing Brand PR for sustained impact.
- Harnessing persuasion measurement techniques.
- Coalescing PR/communications strategies with marketing directives.
- Mastering the art of leveraging corporate affairs for business advantage.
- Linking corporate affairs with the customer relationship paradigm.

Unit 5: Powerful and Persuasive Action Planning

- Evaluating PR performance and its bottom-line impact.
- Transmuting strategic intent into tactical execution.
- Exploring future horizons for PR and corporate affairs progression.
- Summarizing an arsenal of tools and techniques for tactical deployment.
- Recruiting strategic allies through an enhanced networking approach.
- Defending the communicative plan and garnering executive endorsement.
- Capitalizing on interdisciplinary practices to maximize corporate outcomes.
- Personalized consultancy for individuals and teams.
- Directe towards further professional resources and means of support.