MERCURY

Strategic Planning for Corporate Communication

23 – 27 May 2027
Cairo (Egypt)



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Strategic Planning for Corporate Communication

Ref: 16367_1079410 **Date:** 23 – 27 May 2027 **Location:** Cairo (Egypt) **Fees:** 3500 Euro

Introduction:

The skill of strategic planning for corporate communication is considered a cornerstone of organizational success in today's rapidly changing work environment. The Strategic Planning for Corporate Communication course aims to provide participants with a comprehensive understanding of how to design and implement effective corporate communication strategies that support the organization's objectives and enhance its image before the target audience. The course covers the study of strategic planning concepts, analysis of internal and external environments, and the use of various communication tools to achieve the desired impact.

This Strategic Planning for Corporate Communication training course will also cover the development of communication plans that align with the organization's vision and mission while ensuring coordination among the various departments. Trainees will be able to apply performance measurement standards in communication to ensure continuous improvement and effective performance. The course offers practical opportunities to develop skills in preparing effective communication campaigns that foster positive relationships with the audience and help achieve a competitive advantage.

Targeted Groups:

The Strategic Planning for Corporate Communication training targets individuals and professionals seeking to acquire knowledge and skills in:

- Managers and supervisors of public relations and corporate communication departments.
- Marketing and media professionals within organizations.
- Internal and external communication officers.
- Individuals looking to develop strategic planning skills.
- New employees wishing to understand the fundamentals of corporate communication.
- Consultants and communication experts.
- Students and recent graduates interested in the field of public relations.
- Project managers aim to enhance communication skills within work teams.

Targeted Competencies:

Participants will acquire the following competencies through the Strategic Planning for Corporate Communication program:

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- Ability to prepare and analyze strategic communication plans.
- Skill in evaluating communication performance and continuously improving it.
- Mastery of multiple communication tools and modern technology in communication.
- Ability to build a strong network of relationships with stakeholders.
- Crisis management and effective communication skills during emergencies.
- Development of critical and strategic thinking in corporate communication.
- Ability to formulate clear messages consistent with the organization's identity.
- Skill in coordinating work teams to enhance internal and external communication.
- Development of effective communication campaigns that achieve tangible results.

Course Objectives:

By the end of this Strategic Planning for Corporate Communication course, participants will be able to:

- Understand the principles and foundations of strategic planning for corporate communication accurately.
- Analyze the internal and external environment of the organization to identify opportunities and challenges.
- Develop integrated communication plans that clearly and effectively support organizational goals.
- Apply modern corporate communication tools and techniques.
- Measure and analyze the results of the communication plan to inform future performance improvements.
- Enhance strategic thinking skills in building strong corporate relationships.
- Develop the ability to manage communication crises professionally.
- Formulate clear messages consistent with the organization's identity.
- Coordinate team efforts to strengthen internal and external communication.
- Utilize modern technology to support corporate communication strategies.
- Enhance decision-making skills by leveraging accurate data in the field of communication.
- Develop innovative communication campaigns that attract the target audience.

Course Content:

Unit 1: Concepts and Foundations of Strategic Planning for Corporate Communication:

- Definition of strategic planning and its importance in corporate communication.
- Components of strategic planning for communication.
- The relationship between the organization's vision, mission, and strategic planning.
- Stages of strategic planning for communication.
- Analysis of the organization's internal and external environment.
- Defining and classifying the target audience.
- The Importance of Continuous Evaluation in Communication Strategies.
- The role of leadership in supporting strategic communication planning.

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Unit 2: Tools and Techniques for Strategic Communication Planning:

- Tools for collecting data and information about the communication environment.
- Using SWOT analysis in strategic communication planning.
- Techniques for setting SMART and appropriate objectives.
- Selecting suitable communication channels and tools.
- Designing impactful and consistent communication messages.
- The role of digital technology in enhancing corporate communication.
- Methods for preparing a corporate communication budget.
- Developing a clear timeline for strategy implementation.

Unit 3: Implementation and Follow-up of the Corporate Communication Plan:

- Implementing Communication Plans According to the Timeline.
- Role of specialized teams in managing internal and external communication.
- Coordination mechanisms between departments and related organizations.
- Monitoring Key Performance Indicators KPIs to measure success.
- Handling challenges and obstacles during implementation.
- Time and Resource Management during Strategy Execution.
- Importance of phased evaluation and continuous plan adjustment.
- Using analytical reports to improve communication performance.

Unit 4: Crisis Management and Strategic Communication:

- The concept of crises and the importance of communication preparedness.
- Developing an emergency communication plan for crisis management.
- Effective communication techniques during crises.
- Handling media and audience during crises.
- Preserving the organization's reputation during crises.
- Evaluating the impact of crises on communication strategy.
- Case studies of successful communication crises.
- Strategies for restoring trust after a crisis.

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Unit 5: Measuring and Evaluating the Performance of Corporate Communication Strategies:

- Performance indicators in strategic communication planning.
- Using quantitative and qualitative measurement tools.
- Data analysis to improve future communication plans.
- Evaluating target audience satisfaction and communication impact.
- Reviewing and analyzing results against set objectives.
- Improving communication strategies based on evaluation results.
- Preparing performance evaluation reports effectively.
- The role of feedback in developing communication performance.

Course Summary and Recommendations:

This Strategic Planning for Corporate Communication course enables participants to build effective corporate communication strategies that support the achievement of organizational goals. Participants acquire practical skills in environmental analysis and designing integrated communication plans. The course recommends the continuous application of strategic planning concepts and performance measurement to enhance corporate communication. It also encourages the regular updating of plans to keep pace with technological developments and market changes.