MERCURY

C-Suite Communication & Strategic Stakeholder Engagement

09 - 13 May 2027
Sharm El-Sheikh (Egypt)

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Ref.: 16258_1012857 **Date:** 09 - 13 May 2027 **Location:** Sharm El-Sheikh (Egypt) **Fees:** 4500 **Euro**

Introduction:

In the high-stakes environment of executive leadership, communication is a strategic asset that shapes corporate reputation, drives investor confidence, and steers complex stakeholder dynamics. The C-Suite Communication and Strategic Stakeholder Engagement course is for senior leaders to enhance their executive presence and strengthen communication strategies during both routine and high-pressure scenarios.

From navigating investor summits to addressing sensitive issues like M&A and earnings dips, this C-Suite Communication and Strategic Stakeholder Engagement training course ensures leaders articulate clarity, conviction, and control. Participants will explore techniques that influence perceptions, inspire alignment, and fortify trust with both internal and external stakeholders.

This C-Suite Communication and Strategic Stakeholder Engagement program emphasizes cross-functional collaboration with IR, legal, PR, and compliance units. It equips participants with tactical readiness to handle shareholder activism and regulatory scrutiny. It enables C-level executives to lead conversations that shape outcomes, safeguard brand reputation, and anchor long-term strategic value.

Targeted Groups:

This C-Suite Communication and Strategic Stakeholder Engagement training targets professionals seeking specialized knowledge and skills:

- Chief Executive Officers CEOs leading public and private enterprises.
- Chief Operating Officers COOs manage strategic corporate operations.
- Chief Corporate Affairs Officers oversee stakeholder relations.
- Executive Directors who interact regularly with the media and regulators.
- Investor Relations professionals supporting C-suite narratives.
- Senior Legal and Compliance Officers are involved in external disclosures.
- Corporate Communications Heads manage high-level messaging.
- Strategy and Governance Advisors serving board-level engagements.
- Risk and Reputation Managers in publicly listed companies.
- High-potential executives are preparing for future C-suite roles.

Course Objectives:

Participants will achieve the following objectives by completion of the C-Suite Communication and Strategic Stakeholder Engagement course:

- Understand and apply executive-level communication strategies.
- Identify key messaging principles that influence investor trust.
- Deliver confident briefings in investor summits and press conferences.
- Analyze internal and external audience expectations in complex scenarios.
- Construct narratives around M&A, earnings, and strategic shifts.
- Evaluate stakeholder responses and adapt communication accordingly.
- Formulate risk-sensitive messages in shareholder activism situations.
- Coordinate with legal, PR, IR, and compliance teams for unified positioning.
- Enhance cross-channel consistency in all external disclosures.
- Build messaging resilience under pressure and regulatory scrutiny.
- Interpret board-level communication nuances for strategic clarity.
- Synthesize insights to align leadership decisions with market perception.

Targeted Competencies:

Participants will gain the following competencies during the C-Suite Communication and Strategic Stakeholder Engagement program:

- Executive communication and narrative framing.
- Strategic stakeholder engagement and issue navigation.
- Investor and media relations execution.
- Risk communication under scrutiny.
- Internal coordination and alignment across corporate functions.
- Thought leadership and market signaling.
- Influence building through messaging strategy.
- Crisis communication and regulatory disclosure expertise.
- Messaging design for high-impact corporate events.

Course Content:

Unit 1: Strategic Communication for Market Confidence:

- Define the strategic role of communication in corporate valuation.
- Develop leadership narratives that strengthen investor sentiment.
- Leverage communication to support long-term strategic positioning.
- Align messaging with ESG initiatives and corporate purpose.
- Apply clarity and credibility in financial result communication.
- Address risk and uncertainty with transparency and control.
- Translate corporate strategy into relatable stakeholder stories.
- Build frameworks for consistent messaging across business units.
- Use an executive tone and structure to reflect stability and competence.

Unit 2: Leading Town Halls, Investor Summits, and Media Briefings:

- Structure key messages tailored for diverse stakeholder groups.
- Deliver compelling presentations at investor summits and AGMs.
- Lead internal town halls that inspire trust and transparency.
- Manage Q&A sessions with poise and strategic clarity.
- Prepare for high-stakes media interviews and televised briefings.
- Handle hostile questions with assertiveness and calm.
- Balance internal morale with external expectations.
- Integrate data, visuals, and storytelling for high-impact delivery.
- Practice executive presence in front of large or critical audiences.

Unit 3: Communicating M&A, Restructuring, or Earnings Declines:

- Communicate M&A deals with clarity, timing, and regulatory compliance.
- Frame restructuring efforts as opportunities for transformation.
- Explain short-term earnings decline within a strategic context.
- Manage employee morale during change communication.
- Address market analysts and media in financial downturns.
- Coordinate legal and PR responses in sensitive disclosure.
- Avoid missteps that trigger market panic or legal exposure.
- Build internal toolkits for message alignment in crisis moments.
- Analyze case studies of failed vs. successful C-suite messaging.

Unit 4: Shareholder Activism: How to Prepare and Respond:

- Understand common triggers and tactics of activist investors.
- Prepare proactive narratives before activism emerges.
- Design a rapid response communication plan with internal alignment.
- Engage the board and advisors in preparing messaging.
- Communicate governance and value-creation strategies.
- Handle public criticism without damaging brand equity.
- Use media and direct investor channels effectively during crises.
- Maintain transparency without compromising strategic control.
- Review real-world activism cases and lessons learned.

Unit 5: Internal Alignment with IR, Legal, PR, and Compliance Teams:

- Foster collaborative planning across key corporate communication units.
- Define clear roles and decision-making protocols for message approval.
- Build integrated messaging calendars for consistent disclosures.
- Harmonize tone across earnings calls, press releases, and internal notes.
- Strengthen trust and agility in cross-functional communication.
- Avoid misalignment that creates risk exposure or mixed signals.
- Conduct alignment workshops to rehearse unified delivery.
- Leverage cross-functional insights to anticipate external perception.
- Establish escalation paths for critical incidents and rapid reactions.

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Final Insights & Key Takeaways:

Effective communication at the C-suite level is not just a soft skill—it's a leadership imperative. This course empowers top executives to engage stakeholders with confidence, clarity, and strategic foresight. Whether facing market volatility or stakeholder scrutiny, well-crafted communication becomes the foundation for organizational resilience. Participants leave with executive-grade capabilities to influence, align, and lead from the front.

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C-Suite Communication & Strategic Stakeholder Engagement

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