



PUBLIC RELATIONS | PR-016

Corporate Communication Strategy

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Course content

Why Attend

Corporate communication shapes how organisations are understood by employees, customers, investors, governments and communities. A coherent strategy aligns messages and channels with business goals.

This Aractech course covers corporate communication functions, stakeholder mapping, corporate narrative, integrated communication planning, channels, issues and reputation management, measurement and the communication function's organisation. Participants develop a corporate communication strategy.

Course Methodology

- Strategy workshops
- Case studies
- Group discussions
- Planning exercises
- Presentations

Course Objectives

- Explain the role of corporate communication
- Map and prioritise stakeholders
- Develop a corporate narrative and key messages
- Plan integrated communication across channels
- Manage issues and reputation
- Measure communication effectiveness

Target Audience

- Corporate communication managers
- PR professionals

Course content

- Marketing and brand managers
- Internal communication staff

Course outline

Detailed course outline

Day-by-day outline for Corporate Communication Strategy.

Day 1 - Corporate Communication

- 09:00-09:45 | Role and scope
- 09:45-10:30 | Functions
- 10:30-11:00 | Business alignment
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Business alignment (continued)
- 11:45-12:30 | Trends
- 12:30-14:00 | Exercise: Communication audit

Day 2 - Stakeholders and Narrative

- 09:00-09:45 | Stakeholder mapping
- 09:45-10:30 | Narrative
- 10:30-11:00 | Key messages
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Key messages (continued)
- 11:45-12:30 | Proof points
- 12:30-14:00 | Workshop: Corporate narrative

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Day 3 - Integrated Planning

- 09:00-09:45 | Channels
- 09:45-10:30 | Content
- 10:30-11:00 | Calendars
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Calendars (continued)
- 11:45-12:30 | Coordination
- 12:30-14:00 | Exercise: Communication plan

Day 4 - Issues and Reputation

- 09:00-09:45 | Issues management
- 09:45-10:30 | Reputation
- 10:30-11:00 | Crisis links
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Crisis links (continued)
- 11:45-12:30 | Spokespeople
- 12:30-14:00 | Case study: Reputation issue

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Day 5 - Measurement and Organisation

- 09:00-09:54 | Measurement
- 09:54-10:48 | Reporting
- 10:48-11:00 | Team structure
- 11:00-11:30 | Coffee break
- 11:30-12:12 | Team structure (continued)
- 12:12-13:06 | Agencies
- 13:06-14:00 | Capstone: Corporate communication strategy

Seminar dates

Available seminar dates

Live dates and pricing for Corporate Communication Strategy generated from the course details page.

Date	Location	Format	Fee
9 - 13 November 2026	Barcelona	Classroom	€2,815
16 - 20 November 2026	London	Classroom	€2,315
7 - 11 December 2026	Munich	Classroom	€3,225
21 - 25 December 2026	Istanbul	Classroom	€1,978
18 - 22 January 2027	Dubai	Classroom	€1,845
15 - 19 February 2027	London	Classroom	€2,315
15 - 19 March 2027	Barcelona	Classroom	€2,815
19 - 23 April 2027	Istanbul	Classroom	€1,978
17 - 21 May 2027	Amsterdam	Classroom	€2,830
21 - 25 June 2027	Paris	Classroom	€3,825

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19 - 23 July 2027	Barcelona	Classroom	€2,815
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18 - 22 October 2027	Istanbul	Classroom	€1,978
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