



PUBLIC RELATIONS | PR-019

Internal Branding and Employee Advocacy

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Course content

Why Attend

Employees are among an organisation's most credible voices. Internal branding helps them understand and live the brand, while advocacy programmes empower them to share it externally.

This Aractech course covers internal branding principles, aligning culture and brand, engaging employees with brand values, employee advocacy programmes, social media guidelines, content for advocates, measurement and risks. Participants design an internal branding and advocacy programme.

Course Methodology

- Case studies
- Programme design workshops
- Content exercises
- Group discussions
- Planning

Course Objectives

- Explain internal branding and its benefits
- Align brand, culture and employee experience
- Engage employees with brand values
- Design employee advocacy programmes
- Create guidelines and content for advocates
- Measure programme impact and manage risks

Target Audience

- Internal communication professionals
- Brand and marketing managers

Course content

- HR and employer brand specialists
- PR professionals

Course outline

Detailed course outline

Day-by-day outline for Internal Branding and Employee Advocacy.

Day 1 - Internal Branding

- 09:00-09:45 | Brand from the inside
- 09:45-10:30 | Culture and brand
- 10:30-11:00 | Employee experience
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Employee experience (continued)
- 11:45-12:30 | Benefits
- 12:30-14:00 | Exercise: Brand alignment audit

Day 2 - Engaging Employees

- 09:00-09:45 | Brand values
- 09:45-10:30 | Communication
- 10:30-11:00 | Leaders as role models
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Leaders as role models (continued)
- 11:45-12:30 | Recognition
- 12:30-14:00 | Workshop: Engagement plan

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Day 3 - Employee Advocacy

- 09:00-09:45 | Advocacy programmes
- 09:45-10:30 | Recruiting advocates
- 10:30-11:00 | Training
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Training (continued)
- 11:45-12:30 | Platforms
- 12:30-14:00 | Exercise: Programme design

Day 4 - Guidelines and Content

- 09:00-09:45 | Social media guidelines
- 09:45-10:30 | Content for advocates
- 10:30-11:00 | Risks
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Risks (continued)
- 11:45-12:30 | Compliance
- 12:30-14:00 | Case study: Advocacy programme

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Day 5 - Measurement

- 09:00-09:54 | Metrics
- 09:54-10:48 | Reporting
- 10:48-11:00 | Sustaining
- 11:00-11:30 | Coffee break
- 11:30-12:12 | Sustaining (continued)
- 12:12-13:06 | Improvement
- 13:06-14:00 | Capstone: Internal branding and advocacy plan

Seminar dates

Available seminar dates

Live dates and pricing for Internal Branding and Employee Advocacy generated from the course details page.

Date	Location	Format	Fee
9 - 13 November 2026	Frankfurt	Classroom	€1,875
14 - 18 December 2026	Barcelona	Classroom	€2,815
18 - 22 January 2027	Dubai	Classroom	€1,845
15 - 19 February 2027	Istanbul	Classroom	€1,978
15 - 19 March 2027	Vienna	Classroom	€3,225
19 - 23 April 2027	Barcelona	Classroom	€2,815
17 - 21 May 2027	Paris	Classroom	€3,825
21 - 25 June 2027	Frankfurt	Classroom	€1,875
19 - 23 July 2027	Barcelona	Classroom	€2,815
16 - 20 August 2027	Geneva	Classroom	€4,315

Seminar dates

Available seminar dates

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Date	Location	Format	Fee
20 - 24 September 2027	Istanbul	Classroom	€1,978
18 - 22 October 2027	Cape Town	Classroom	€1,625
15 - 19 November 2027	Barcelona	Classroom	€2,815
20 - 24 December 2027	Paris	Classroom	€3,825
9 - 13 November 2026	Online / Live	Online / Live	€1,815
14 - 18 December 2026	Online / Live	Online / Live	€1,815
18 - 22 January 2027	Online / Live	Online / Live	€1,815
15 - 19 February 2027	Online / Live	Online / Live	€1,815
15 - 19 March 2027	Online / Live	Online / Live	€1,815
19 - 23 April 2027	Online / Live	Online / Live	€1,815

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Date	Location	Format	Fee
17 - 21 May 2027	Online / Live	Online / Live	€1,815
21 - 25 June 2027	Online / Live	Online / Live	€1,815
19 - 23 July 2027	Online / Live	Online / Live	€1,815
16 - 20 August 2027	Online / Live	Online / Live	€1,815
20 - 24 September 2027	Online / Live	Online / Live	€1,815
18 - 22 October 2027	Online / Live	Online / Live	€1,815
15 - 19 November 2027	Online / Live	Online / Live	€1,815
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