



*Training Course:
Strategic Communication: Thinking, Planning,
and Execution*

*17 - 21 November 2025
Madrid (Spain)
Pestana CR7 Gran Vía*

Training Course: Strategic Communication: Thinking, Planning, and Execution

Training Course code: RR236219 From: 17 - 21 November 2025 Venue: Madrid (Spain) - Pestana CR7 Gran Vía Training Course Fees: 5500 € Euro

Introduction

Strategic communication is no longer a support function—it is a core element of organizational success. In an age where messages travel globally in seconds, organizations must think strategically, plan effectively, and execute flawlessly to communicate with stakeholders, employees, customers, and the public. This 5-day training program provides participants with an in-depth understanding of how to design, align, and deliver communication strategies that drive results, manage reputation, and support organizational goals.

Objectives

By the end of the program, participants will be able to:

- Understand the fundamentals and importance of strategic communication.
- Align communication strategies with organizational vision and goals.
- Conduct stakeholder analysis and audience segmentation.
- Create comprehensive communication plans.
- Craft clear, consistent, and compelling messages.
- Choose the right channels for communication and crisis response.
- Measure the impact and effectiveness of communication efforts.

Target Audience

- Communication and PR professionals
- Corporate affairs and media relations teams
- Senior managers and department heads
- Policy advisors and spokespersons
- Anyone responsible for internal or external communications

Course Methodology

- Interactive lectures and guided discussions
- Real-life case studies and group exercises
- Role-playing and simulation of communication scenarios
- Strategy development workshops
- Templates, toolkits, and hands-on planning practice

Outline

Day 1: Foundations of Strategic Communication

- Definition, scope, and key principles of strategic communication
- Strategic vs. tactical communication
- The communication planning cycle
- Aligning communication with organizational strategy
- Key elements of effective messaging

Day 2: Audience and Stakeholder Analysis

- Identifying internal and external stakeholders
- Mapping influence and interest
- Segmenting audiences for targeted communication
- Understanding audience needs, expectations, and perceptions
- Tools for audience profiling and persona development

Day 3: Communication Planning and Messaging Strategy

- Setting SMART communication objectives
- Crafting strategic messages: clarity, consistency, and tone

- Message frameworks and storytelling techniques
- Selecting the right mix of communication channels
- Budgeting and resource planning for communication initiatives

Day 4: Execution and Delivery of Communication Campaigns

- Implementation timelines and task management
- Engaging leadership and teams in communication delivery
- Managing media relations and press engagement
- Social media strategy and content planning
- Crisis communication: preparation and response

Day 5: Measuring Impact and Continuous Improvement

- Key performance indicators KPIs in communication
- Data collection methods surveys, analytics, feedback loops
- Interpreting results and evaluating effectiveness
- Lessons learned and plan adaptation
- Creating post-campaign evaluation reports

Registration form on the Training Course: Strategic Communication: Thinking, Planning, and Execution

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