



*Training Course:  
Public Relations & Communications*

*21 - 25 September 2026  
Madrid (Spain)*

## Training Course: Public Relations & Communications

Training Course code: RR8065 From: 21 - 25 September 2026 Venue: Madrid (Spain) - Training Course Fees: 5775 € Euro

### Introduction

PR and Communications are at the heart of the business performance. Modern methods, tools, and channels have greatly increased the speed in which communications can be experienced, from local to global. In this conference you will learn:

- The tools and techniques required to manage reputation in a complex media environment
- How to manage knowledge within the business for effective media management
- How to shape external perceptions of your organization by first-class corporate internal communications
- How to develop a strategic approach and a clear plan of action

### Course Objectives

- To set Corporate Affairs in strategic anticipatory and effective context
- To develop an understanding of stakeholder programs for regular, focused communication
- Examine the development of Corporate Affairs tools
- Understanding the development of strategy/plans/tactics and coordinating these
- Evaluation and the use of research

### Target Audience

- Corporate Affairs Managers and Officers
- Public Relations and Corporate Communications Professionals
- Public Affairs and Government Relations Specialists
- Corporate Reputation and Brand Management Professionals
- Stakeholder Engagement and Community Relations Managers
- Marketing and Communications Managers
- Media Relations Specialists
- Corporate Strategy and Business Development Managers
- Customer Relations and Experience Leaders
- Senior Executives and Department Heads responsible for corporate communications
- Professionals involved in reputation management, stakeholder communications, and organizational engagement
- Individuals seeking to enhance their strategic communication and corporate affairs capabilities

## Course Outlines

### Day 1: Introduction and Welcome: The Power of Communication

- Introduction and welcome
- Course programmed, design and options
- Opening exercise: Goal setting
- Corporate Affairs and Public Affairs approaches
- Corporate identity and image
- Corporate communications overview and strategy
- External reputation management Communication as a change agent
- Communication as a goal for all managers

### Day 2: From the Inside Out: Crafting Consistent Messages

- Internal communications
- Family and friends as Stakeholder
- Measuring emotional capital
- Communications channels mapping and monitoring
- Setting internal communications goals
- New media for rapid interaction
- Champions, opinion formers, and incentivization
- The place of the company magazine/newsletter
- The multinational internal communications program
- Commitment from internal decision-makers

### Day 3: Risks and Threats: Their Identification and Management

- Single issue politics
- Special interest groups
- Whistleblowers and the rules of disclosure

- External opinion formers
- Cause-related PR and core values
- Campaigns, their design, and planning
- A crisis management toolkit
- Stakeholder interest inventories
- Opinion former networks

#### Day 4: Corporate Affair/PR in the Corporate Mix

- PR in the communications mix
- PR in the marketing mix
- Direct response PR
- Financial PR
- PR and strategy
- Brand PR
- Persuasion measurement techniques
- Integrating PR/Communications and marketing plans
- The art of leveraging
- Corporate affairs and customer relations

#### Day 5: Powerful and Persuasive Action Planning

- Measurement of performance: bottom-line impact
- Translating strategy to tactics
- Horizons for PR and corporate affairs development
- Tools and Techniques summary: a tactical inventory
- Recruiting allies: a networking approach
- Justifying the plan and convincing top management
- Making the most of other disciplines to maximize results

- Individual and group consultancy
- Further sources of help and information

## Registration form on the Training Course: Public Relations & Communications

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

### Delegate Information

Full Name (Mr / Ms / Dr / Eng): .....  
Position: .....  
Telephone / Mobile: .....  
Personal E-Mail: .....  
Official E-Mail: .....

### Company Information

Company Name: .....  
Address: .....  
City / Country: .....

### Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): .....  
Position: .....  
Telephone / Mobile: .....  
Personal E-Mail: .....  
Official E-Mail: .....

### Payment Method

- ☐ Please find enclosed a cheque made payable to Global Horizon
- ☐ Please invoice me
- ☐ Please invoice my company

### Easy Ways To Register

Telephone:  
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provisionally reserve your  
place.

Fax your completed  
registration  
form to: +20233379764

E-mail to us :  
info@gh4t.com  
or training@gh4t.com

Complete & return the  
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to: Global Horizon  
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