



*Training Course:
Certified Public Relations Officer*

*31 August - 4 September 2026
Amsterdam (Netherlands)*

Training Course: Certified Public Relations Officer

Training Course code: RR5005 From: 31 August - 4 September 2026 Venue: Amsterdam (Netherlands) - 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 at which communications can be experienced, from local to global. In this program 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

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

- PR and communications managers
- Corporate affairs and communications executives
- Marketing and branding professionals
- Senior leadership and managers looking to improve corporate communications
- Internal communications specialists
- Public relations consultants
- Crisis management teams and stakeholders
- Anyone responsible for managing the reputation and public image of an organization

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: Certified Public Relations Officer

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