



*Training Course:
Public Relations and Corporate Communication*

*7 - 11 December 2026
Madrid (Spain)*

Training Course: Public Relations and Corporate Communication

Training Course code: PS236647 From: 7 - 11 December 2026 Venue: Madrid (Spain) - Training Course Fees: 5775 € Euro

Introduction

The Public Relations and Corporate Communication training program, designed by Global Horizon Training Center, provides participants with the essential knowledge and professional skills required to manage organizational communication and public relations activities effectively.

The program explores the role of public relations in building trust, maintaining a positive corporate image, strengthening stakeholder relationships, and delivering clear and consistent messages. Participants will learn how to plan communication activities, work with the media, create professional content, manage organizational reputation, and communicate effectively during challenging situations.

Training Program Objectives

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

- Understand the roles of public relations and corporate communication.
- Identify internal and external communication stakeholders.
- Develop clear and consistent corporate messages.
- Prepare effective public relations and communication plans.
- Select appropriate communication channels for different audiences.
- Build positive relationships with the media and key stakeholders.
- Write professional press releases and corporate announcements.
- Strengthen organizational image, identity, and reputation.
- Plan and coordinate public relations campaigns.
- Use digital and social media for corporate communication.
- Respond effectively to communication challenges and crises.
- Measure the effectiveness of communication activities.

Course Methodology

The program uses an interactive and participant-focused methodology that includes:

- Short presentations and guided discussions.
- Individual and group exercises.
- Public relations case studies.
- Communication planning activities.
- Media and stakeholder scenarios.
- Writing and message-development exercises.
- Crisis communication simulations.
- Group presentations and feedback.
- A final communication action plan.

Organizational Impact

Organizations will benefit from:

- More effective internal and external communication.
- Clearer and more consistent corporate messages.
- Stronger relationships with stakeholders and the media.
- Improved organizational image and reputation.
- Better coordination of public relations activities.
- More professional written and digital communication.
- Greater employee understanding of organizational messages.
- Faster and more organized responses during crises.
- Improved management of communication risks.
- Better measurement of public relations performance.

Target Audience

This program is suitable for:

- Public relations professionals.
- Corporate communication professionals.

- Media relations officers.
- Marketing and brand management teams.
- Internal communication professionals.
- Corporate affairs professionals.
- Government communication officers.
- Customer communication teams.
- Sustainability and corporate social responsibility professionals.
- Event and campaign coordinators.
- Managers responsible for organizational communication.
- Professionals seeking to develop their public relations skills.

Training Outline

Day 1: Public Relations and Corporate Communication Fundamentals

- Understanding public relations and corporate communication.
- Roles and responsibilities of communication professionals.
- Internal and external communication.
- Identifying key stakeholders and target audiences.
- Understanding organizational identity, image, and reputation.
- Principles of effective corporate communication.

Day 2: Communication Planning and Message Development

- Understanding the communication planning process.
- Setting clear communication objectives.
- Analyzing audiences and their communication needs.
- Developing key corporate messages.
- Selecting appropriate communication channels.
- Preparing a simple corporate communication plan.

Day 3: Media Relations and Professional Content

- Understanding the role of traditional and digital media.
- Building professional relationships with journalists.
- Preparing press releases and media statements.
- Organizing press conferences and media interviews.
- Writing corporate announcements and official messages.
- Responding professionally to media inquiries.

Day 4: Digital Communication and Reputation Management

- Using websites and social media for corporate communication.
- Creating consistent digital content.
- Managing online engagement and public feedback.
- Monitoring organizational reputation.
- Monitoring communication risks and negative publicity.
- Monitoring media and public opinion.

Day 5: Crisis Communication and Performance Measurement

- Understanding communication during a crisis.
- Identifying potential communication risks.
- Preparing key messages for challenging situations.
- Communicating with employees, media, and stakeholders.
- Measuring public relations and communication performance.
- Developing a personal and organizational action plan.

Registration form on the Training Course: Public Relations and Corporate Communication

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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
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