

CORPORATE COMMUNICATION STRATEGY

“Optimizing Performance and Profitability through Effective Measurement of Aftersales Operations”

Schedule

Date	Venue	Fees
27 - 30 Jan 2026	Dubai, UAE	USD 2995 per delegate

Introduction

In a complex and reputation-sensitive business world, strategic corporate communication is not just about messaging—it is about influence, clarity, positioning, and trust. Organizations that communicate effectively internally and externally shape stronger relationships, more resilient brands, and aligned cultures.

This four-day course equips professionals with the strategic tools, frameworks, and leadership behaviors required to plan and execute high-impact communication strategies. Participants will explore stakeholder analysis, media relations, digital channels, crisis communication, and reputation management to build comprehensive and proactive communication plans.

Objectives

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

- Understand the strategic role of communication in business performance.
- Design integrated communication strategies that align with corporate goals.
- Develop messaging frameworks for internal and external audiences.
- Strengthen leadership communication and executive visibility.
- Manage stakeholder perception, engagement, and trust.
- Respond to crisis situations with confidence and credibility.

Why Attend

- Learn how to build and lead effective communication strategies.
- Strengthen brand narrative, employee alignment, and customer loyalty.
- Gain frameworks to structure messaging, timing, and delivery.
- Manage public perception during high-stakes or crisis moments.
- Influence internal culture through executive and cross-functional communication.

Target Audience

This program is designed for:

- Corporate communication and PR professionals
- Senior managers and directors responsible for messaging
- Strategy and planning leaders
- HR, marketing, and corporate affairs professionals
- C-suite leaders seeking to improve executive communication impact

Individual Benefits

Key competencies that will be developed include:

- Strategic messaging and content planning
- Influence and perception management
- Leadership visibility and communication tone
- Stakeholder engagement and cross-channel alignment
- Crisis and change communication

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Stronger alignment of messaging with vision, values, and strategy
- Improved stakeholder trust and reputation management
- More consistent and timely internal and external communications
- Increased resilience in handling public relations risks
- Enhanced clarity of purpose and communication culture

Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Lectures - Strategy frameworks and brand messaging principles
- Exercises - Communication planning and message testing
- Case Studies - Global communication successes and failures
- Peer Review - Group critique of message structure and impact
- Simulations - Crisis response and executive message delivery
- Toolkits - Stakeholder maps, communication scorecards, and content calendars

MAWA EVENTS

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Course Outline

Detailed 4-Day Course Outline

Training Hours: 7:30 AM – 3:30 PM Daily Format: 3–4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

Day 1: Communication Strategy Foundations

- **Module 1: Corporate Communication in Business Strategy (07:30 – 09:30)**
 - Role of communication in value creation
 - Internal vs. external communication objectives
 - Reputation, brand, and business continuity linkages
- **Module 2: Stakeholder Mapping and Messaging Prioritization (09:45 – 11:15)**
 - Identifying influence, interest, and expectations
 - Segmenting audiences for targeted engagement
 - Crafting clear, consistent, and strategic messages
- **Module 3: The Message Architecture (11:30 – 01:00)**
 - Key message development and messaging tiers
 - Communication tone, consistency, and timing
 - Aligning internal messaging with brand promise
- **Module 4: Workshop – Planning Your Communication Strategy (02:00 – 03:30)**
 - Group case: mapping audiences and objectives for a campaign

Day 2: Internal Communication & Employee Engagement

- **Module 5: Communicating Vision, Values & Change (07:30 – 09:30)**
 - Storytelling to align teams and build engagement
 - Communicating business transformation and uncertainty
 - Mobilizing culture through internal messaging
- **Module 6: Channels, Tools & Platforms for Internal Communication (09:45 – 11:15)**
 - Choosing the right tools: intranet, apps, events, videos
 - Cross-functional and multigenerational considerations
 - Technology, reach, and engagement metrics
- **Module 7: Leadership and Manager Communication (11:30 – 01:00)**
 - Executive tone and leadership visibility
 - Coaching managers to cascade and reinforce messages
 - Communication rhythm and manager enablement tools
- **Module 8: Scenario – Planning a Multi-Channel Internal Campaign (02:00 – 03:30)**
 - Drafting objectives, timing, roles, and measures

Day 3: Media, Digital & External Reputation

- **Module 9: Media Relations and Public Messaging (07:30 – 09:30)**
 - Engaging journalists and managing interviews
 - Preparing talking points and media kits
 - Monitoring and responding to public discourse
- **Module 10: Social Media Strategy and Digital Content (09:45 – 11:15)**
 - Structuring digital messaging and audience targeting
 - Managing official platforms and influencers
 - Risk mitigation in public feedback loops
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Module 11: Visual Storytelling and Brand Communication (11:30 - 01:00)

- Creating content that resonates and converts
- Using imagery, motion, and sound effectively
- Brand alignment across all touchpoints

Module 12: Exercise - Building a Digital Communication Calendar (02:00 - 03:30)

- Mapping themes, channels, and accountability

Day 4: Crisis, Change, and Executive Communication**Module 13: Communicating During Crisis (07:30 - 09:30)**

- Risk communication principles and rapid response
- Drafting holding statements and leadership messages
- Managing media, public, and internal fear

Module 14: Executive Messaging and Public Presence (09:45 - 11:15)

- Leadership style, voice, and video presence
- Prepping for speaking engagements and Q&A
- Alignment with governance and strategy

Module 15: Governance, Feedback and Measurement (11:30 - 01:00)

- Feedback loops and employee voice
- KPIs, dashboards, and surveys
- Reporting outcomes to leadership

Module 16: Final Simulation - Presenting a Full Communication Plan (02:00 - 03:30)

- Group presentations with peer and instructor critique

Certification

Participants who complete the program will receive a Certificate of Completion in **Corporate Communication Strategy**, recognizing their ability to plan and lead strategic communication efforts across audiences and business contexts.

Why Choose MAWA Events

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