MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

Phone: +601116373203 | **Email:** info@mawaevents.net

PUBLIC RELATIONS & CORPORATE COMMUNICATIONS

"Building a strong corporate image and effective communication strategies"

Schedule

Date	Venue	Fees (Face-to-Face)
23 – 25 Jun 2026	Dubai, UAE	USD 2495 per delegate

► **Available delivery methods:** Face-to-Face & Online Training

Introduction

In today's competitive business environment, strong public relations and corporate communication strategies are essential for maintaining a positive brand image, engaging stakeholders, and enhancing organizational credibility. Effective communication helps organizations manage their reputation, build trust, and navigate crises successfully.

This intensive three-day program equips participants with practical knowledge and tools to manage public relations and corporate communications effectively. Participants will learn how to design impactful communication campaigns, manage media relations, and develop strategies that strengthen corporate reputation and stakeholder engagement.

Objectives

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

- Understand the principles of public relations and corporate communication
- Develop strategic communication and media plans
- Manage internal and external stakeholder communications
- Handle crisis communication and reputation management
- Enhance corporate image through digital and traditional media channels
- Measure communication effectiveness and ROI
- Implement ethical and professional communication practices

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Why Attend

- Learn strategies to enhance corporate reputation and brand image
- Gain practical skills in media and stakeholder management
- Understand effective crisis communication techniques
- Improve internal communication and employee engagement
- Develop skills to design and execute communication campaigns
- Network with professionals in public relations and corporate communication

Target Audience

This program is designed for:

- Public relations managers and corporate communication officers
- Marketing and brand managers
- Media relations and communications specialists
- Executives responsible for corporate image and reputation management
- Professionals involved in internal and external stakeholder communications

Individual Benefits

Key competencies that will be developed include:

- Strategic planning and execution of communication campaigns
- Crisis management and media handling skills
- Enhanced stakeholder engagement and relationship management
- Proficiency in corporate communication channels, both digital and traditional
- Ability to measure and improve communication effectiveness
- Strengthened professional communication and presentation skills

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Improved corporate image and reputation management
- Enhanced stakeholder communication and engagement
- Effective crisis management and response capabilities
- Consistent and professional corporate messaging
- Better alignment of communication strategies with organizational goals
- Measurable improvements in communication ROI and effectiveness

Instructional Methodology

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

- Strategy Briefings – Principles of public relations, corporate communication, and media management
- Case Studies – Real-world examples of successful communication campaigns and crisis handling
- Workshops – Hands-on exercises in media strategy, message development, and stakeholder engagement
- Peer Exchange – Group discussions on communication challenges and best practices
- Tools – Templates for PR campaigns, crisis communication plans, and stakeholder engagement

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Course Outline

Detailed 3-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: Fundamentals of Public Relations & Corporate Communication

Module 1: Introduction to Corporate Communication (07:30 – 09:30)

- Understanding PR and corporate communication
- Importance of communication in brand building

Module 2: Stakeholder Analysis & Engagement (09:45 – 11:15)

- Identifying key stakeholders
- Engagement strategies and communication channels

Module 3: Media Relations Management (11:30 – 01:00)

- Working with traditional and digital media
- Press releases, interviews, and media events

Module 4: Workshop – Stakeholder & Media Mapping (02:00 – 03:30)

- Hands-on exercises to develop stakeholder engagement and media plans

Day 2: Strategic Communication & Crisis Management

Module 1: Communication Strategy Development (07:30 – 09:30)

- Designing corporate communication campaigns
- Aligning messages with organizational objectives

Module 2: Crisis Communication Planning (09:45 – 11:15)

- Handling communication during organizational crises
- Managing public perception and minimizing reputational risk

Module 3: Digital Communication & Social Media (11:30 – 01:00)

- Leveraging social media for corporate messaging
- Monitoring and responding to online reputation

Module 4: Workshop – Crisis & Digital Strategy (02:00 – 03:30)

- Practical exercises in crisis response and social media messaging

Day 3: Communication Measurement & Professional Skills

Module 1: Measuring Communication Effectiveness (07:30 – 09:30)

- KPIs, analytics, and ROI in corporate communication
- Tools for tracking campaign success

Module 2: Presentation & Messaging Skills (09:45 – 11:15)

- Crafting clear and impactful messages
- Public speaking and executive communication

Module 3: Case Studies & Best Practices (11:30 – 01:00)

- Examples of successful corporate communication strategies
- Lessons learned from PR failures

Module 4: Workshop & Course Wrap-Up (02:00 – 03:30)

- Capstone exercise: designing a communication campaign
- Peer review, discussion, and final Q&A

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Certification

Participants will receive a Certificate of Completion in Public Relations & Corporate Communications, validating their expertise in developing and managing corporate communication strategies, media relations, and stakeholder engagement.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation's unique goals.

In-House / Customized Training Interested in running this course for your team? Please contact us:	TEL: **+601116373203**	EMAIL: **info@mawaevents.net**

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