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Riyadh - Al Khaleej District - Sheikh Abdul Aziz Bin Abdul Rahman Bin Bishr Street - 13223 - Office No. 5 | P.O.BOX : 13224

Course: Public Relations & Corporate Communications (Professional Public Relations Officer)

Code	City	hotel	Start	End	price	Language - Hours
PR-308SA	Jeddah	Hotel Meeting Room	2026-12-13	2026-12-17	9950 SR	En - 25

INTRODUCTION

PR and Communications are at the heart of business performance. Modern methods, tools and channels have greatly increased the speed in which communications can be experienced, from local to global. In this programme 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 organisation by first class corporate internal communications
- How to develop a strategic approach and a clear plan of action

PROGRAMME OBJECTIVES

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

TRAINING METHODOLOGY

This programme is an intensive, updating programme illustrated throughout with practical examples. It concentrates on practitioner skills, tools and techniques for the effective management of these important business functions.

PROGRAMME SUMMARY

The programme looks at variety of corporate communications tools and models before examining in details the potential value and role of key stakeholders in the corporate affairs/PR process. It looks at approaches that will permeate the whole organisation as well as the specialist disciplines within PR and communications. Firmly establishing the place of PR in the company, the programme looks at the contributions that can be measured. Participants will pull together all of the programme content into an action plan which can be discussed with top management.

PROGRAMME OUTLINE

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 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 incentivisation
- The place of the company magazine/newsletter
- The multinational internal communications programme
- 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 maximise results
- Individual and group consultancy
- Further sources of help and information

The Scandinavian Academy for Training Center adopts the latest scientific and professional methodologies in training and human resource development, aiming to enhance the efficiency of individuals and organizations. Training programs are delivered through a comprehensive approach that includes:

- Theoretical lectures supported by PowerPoint presentations and visual materials (videos and short films).
- Scientific evaluation of participants before and after the program to measure progress and knowledge acquisition.
- Brainstorming sessions and practical role-playing to simulate real-life scenarios.
- Case studies tailored to align with the training content and participants work nature.
- Assessment tests conducted at the end of the program to evaluate the achievement of training objectives.

Each participant receives the training material (both theoretical and practical) in printed form and saved on a CD or flash drive. Detailed reports, including attendance records, final results, and overall program evaluations, are also provided.

Training materials are prepared professionally by a team of experts and specialists in various fields. At the end of the program, participants are awarded a professional attendance certificate, signed and accredited by the Scandinavian Academy for Training Center.

Program Timings: 9:00 AM to 2:00 PM

The program includes:

- A daily buffet provided during the sessions to ensure participants comfort.
- A closing ceremony on the final day to distribute certificates and celebrate participants achievements.
- **Note: All prices are exclusive of 15% Value Added Tax (VAT).**

Our Success Partners

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