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The Shift from Old to Modern Communication in The Public Sector

Course Overview:

Communications in Public Relations are at the heart of the business performance. Modern methods, tools, and channels have greatly increased the speed at which communications can be experienced. Thus the option to change public policymaking considerably by creating the possibility to collect and analyze data quickly, make it available to different stakeholders and also increase citizens' participation in both co-creating policies and co-producing services. While mostly in these processes the possibility to evaluate policy and provide immediate feedback by citizens is emphasized, these changes can also make citizens more accountable for their decisions

Course Objectives:

At the end of this course the participants will be able to:

- Set Corporate Affairs in strategic anticipatory and effective context
- Develop an understanding of stakeholder programs for regular, focused communication
- Examine the development of Corporate Affairs tools
- Understand the development of strategy/plans/tactics and coordinate these
- Evaluate and the use of research
- Learn the tools and techniques required to manage reputation in a complex media environment
- Manage knowledge within the business for effective media management
- Shape external perceptions of their organization by first-class corporate internal communications
- Develop a strategic approach and a clear plan of action

Course Coverage:

Topic 1: The Power of Communication:

- 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

Topic 2: From the Inside Out: Crafting Consistent Messages:

- Internal communications
- Family and friends as Stakeholders
- 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

Topic 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

Topic 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

Topic 5: Powerful and Persuasive Action Planning:

- Measurement of performance: bottom-line impact
- Translating strategy into 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

Topic 6: International Communication on CSR & Sustainability:

- Communications and reporting revolution (what happened and what it means).
- Strategic approaches to sustainability reporting and communications.
- Making reporting and communication work for you and your organization.
- Sustainability Reports (do we need one, to what standard, what to include).
- Global Reporting Initiative.
- How to create and implement a sustainability reporting and communications strategy.

Topic 7: Common mistakes in CSR communication:

Discuss the common mistakes to avoid to help your CSR work and investments to better create and preserve value for shareholders and the community

Targeted Participants:

- Corporate Communications Practitioners and/or Managers
- Public Relations Officers and/or Managers
- Marketing Officers and/or Managers
- Digital and Social Media Specialists
- Internal Communications Practitioners
- Professionals Wanting to Improve Communications in Their Areas of Responsibility