



Consulting and Training | Reach New Heights

Course Name

Public Relations and Corporate Reputation Excellence

Sector Name

Sales, Marketing and Customer Service

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Public Relations and Corporate Reputation Excellence

Course Introduction

Corporate reputation is shaped by every interaction between an organization and its stakeholders. Public statements, media coverage, executive communication, organizational behavior, stakeholder experiences, and responses to emerging issues can all influence how an organization is perceived and trusted.

As a result, public relations has evolved from a communication-support function into a strategic capability for protecting credibility, strengthening stakeholder relationships, and managing organizational reputation.

This five-day program focuses on the strategic dimensions of public relations and corporate reputation. It covers reputation strategy, media relations, corporate messaging, stakeholder trust, issue management, crisis communication, executive communication, and reputation stewardship.

The program emphasizes the role of PR professionals in protecting organizational credibility and building long-term stakeholder confidence.

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Public Relations and Corporate Reputation Excellence

Target Audience

- ✓ Public Relations Professionals
- ✓ PR Managers and Officers
- ✓ Corporate Communications Professionals
- ✓ Corporate Affairs Professionals
- ✓ Media Relations Specialists
- ✓ Communications Managers
- ✓ Government Communications Professionals
- ✓ Marketing Communications Professionals
- ✓ Professionals responsible for corporate reputation and stakeholder communication

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Learning Objectives

- ✓ Understand the strategic role of public relations in corporate reputation management.
- ✓ Identify the factors that shape organizational reputation.
- ✓ Develop communication strategies aligned with organizational reputation objectives.
- ✓ Build effective relationships with media and key stakeholders.
- ✓ Develop consistent and credible corporate messages.
- ✓ Identify and manage emerging reputational issues.
- ✓ Develop appropriate crisis communication approaches.
- ✓ Support executives in high-visibility communication situations.
- ✓ Strengthen organizational trust and credibility through strategic communication.

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Course Outline

✓ DAY 01

Corporate Reputation Strategy and Public Perception

Foundations of Corporate Reputation

- ✓ Understanding the relationship between identity, image, and reputation
- ✓ Identifying factors that influence corporate reputation
- ✓ Examining stakeholder perceptions and expectations
- ✓ Understanding the role of trust and credibility
- ✓ Identifying reputation strengths and vulnerabilities
- ✓ Aligning reputation priorities with organizational strategy

Reputation Stakeholders and Public Perception

- ✓ Identifying critical reputation stakeholders
- ✓ Understanding stakeholder expectations and perceptions
- ✓ Mapping sources of influence on organizational reputation
- ✓ Analyzing stakeholder concerns and reputational sensitivities
- ✓ Managing consistency across stakeholder relationships
- ✓ Strengthening organizational credibility through stakeholder communication

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Course Outline

✓ Day 02

Media Relations and Corporate Messaging

Strategic Media Relations

- ✓ Understanding the role of media in reputation formation
- ✓ Building professional relationships with journalists and media organizations
- ✓ Managing media inquiries and information requests
- ✓ Developing media briefing approaches
- ✓ Preparing organizational representatives for media engagement
- ✓ Maintaining credibility and consistency in media interactions

Corporate Messaging and Narrative Management

- ✓ Developing core corporate messages
- ✓ Aligning organizational narratives with reputation priorities
- ✓ Maintaining message consistency across communication channels
- ✓ Communicating organizational achievements and challenges credibly
- ✓ Adapting messages to different stakeholder audiences
- ✓ Managing competing narratives surrounding the organization

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Course Outline

✓ Day 03

Reputation Issues and Strategic Communication

Reputation Risk and Issue Management

- ✓ Identifying issues with potential reputational consequences
- ✓ Distinguishing emerging issues from routine communication matters
- ✓ Assessing stakeholder sensitivity to reputation-related issues
- ✓ Establishing issue monitoring and escalation principles
- ✓ Developing communication responses to emerging concerns
- ✓ Maintaining organizational credibility during periods of uncertainty

Executive and Corporate Communication

- ✓ Supporting leaders in high-visibility communication
- ✓ Preparing executive messages for critical audiences
- ✓ Aligning leadership communication with corporate reputation
- ✓ Communicating organizational decisions and positions
- ✓ Managing consistency between executive and corporate messages
- ✓ Strengthening leadership credibility through strategic communication

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Course Outline

✓ Day 04

Crisis Communication and Reputation Protection

Crisis Communication Strategy

- ✓ Understanding communication requirements during organizational crises
- ✓ Establishing crisis communication priorities
- ✓ Identifying critical stakeholder groups during crises
- ✓ Developing timely and credible crisis messages
- ✓ Coordinating communication across multiple channels
- ✓ Managing information gaps and uncertainty during crises

Reputation Recovery and Trust Restoration

- ✓ Understanding the reputational consequences of organizational crises
- ✓ Communicating corrective actions and organizational responses
- ✓ Addressing stakeholder concerns following a crisis
- ✓ Rebuilding credibility through transparency and accountability
- ✓ Managing post-crisis narratives and stakeholder expectations
- ✓ Restoring confidence through consistent organizational communication

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Course Outline

✓ Day 05

Strategic Reputation Stewardship

Reputation Leadership and Organizational Trust

- ✓ Positioning reputation as a strategic organizational asset
- ✓ Connecting reputation priorities with organizational behavior
- ✓ Strengthening long-term stakeholder confidence
- ✓ Aligning communication with organizational values and commitments
- ✓ Identifying opportunities to reinforce positive reputation narratives
- ✓ Establishing strategic approaches to reputation stewardship

Integrated PR and Reputation Management

- ✓ Integrating media, stakeholder, executive, and corporate communication
- ✓ Establishing coordinated reputation communication approaches
- ✓ Managing consistency across communication functions
- ✓ Strengthening organizational readiness for reputation challenges
- ✓ Using communication intelligence to inform reputation decisions
- ✓ Building sustainable PR practices that protect organizational credibility

Public Relations and Corporate Reputation Excellence

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Oct. 3, 2027	Oct. 7, 2027	5 days	4250.00 \$	KSA , Riyadh

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