PR & Media · PR120

Mastering Corporate Communications

Milan (Italy) · 23 - 27 Nov 2026

Date	Venue	Duration
23 - 27 Nov 2026	**Milan (Italy)**	**1 Week**
Fee	Ref	Language
£5,250 GBP	**PR120**	**English**

Introduction

This Mastering Corporate Communications training course is designed to help Communications, Public Relations, and Marketing professionals audit their current practices and measure their effectiveness in a changing market. Communications/PR and marketing have converged since the Clue train Manifesto predicted changes in the way markets and consumers would behave. Many new channels and tools have surpassed much of the mass media that we want to influence, but many organisations' approaches have remained unchanged.
This training course will assist practitioners in rethinking their approach to PR, Corporate Communications, and Marketing. The toolkit of skills learned during the course will help participants meet and exceed corporate objectives.

This training course will highlight:

- The New Rules of selling and Communications
- The changing roles of communications and marketing professionals
- The Use of social media to succeed in Specific Target Audiences
- How to make Content that engages attention and makes readers return
- The increasing use of video and audio and ways to supply low-cost content

Course Objectives of Mastering Corporate Communications

This educational programme will enable participants to:

- Develop content that showcases why you're the selection for your potential customers
- Build your company personality to assist engage together with your key audiences
- Achieve measurable results like donations, purchases, or subscriptions
- Measure your results including influencer mentions, product inquiries, and sales
- Create a Communications Plan
- Develop audience-centred stakeholder maps

Course Methodology of Mastering Corporate Communications

This training is an intensive, updated training course illustrated throughout with practical examples.

it's highly activity-based and uses group work extensively alongside case-studies, demonstrations, lectures and videos. It focuses on strategic insight, practitioner skills, tools, and techniques for the effective management of those important business functions.

Organisational Impact of Mastering Corporate Communications

Your company will benefit in the following ways:

- Optimise your communication spending using new media approaches
- Improved communication targeting strategies
- Achieve greater audience engagement and response
- Having access to richer social media and traditional content
- Expand the network of communication champions among staff and other stakeholders

Personal Impact of Mastering Corporate Communications

The personal benefits to be derived from attending this educational programme include the following:

- Greater understanding of the changing media landscape
- Improved ability to focus on specific audiences and assess outcomes
- Greater understanding of the way to optimise media presence
- Improved writing skills
- Improved skills in creating new approaches and content

Target Audience of Mastering Corporate Communications

This training course is suitable for a good range of execs in communication and marketing but will greatly benefit:

- Corporate Communications Practitioners / Managers
- Public Relations Officers / Managers
- Marketing Officers & or Managers

Course Outlines of Mastering Corporate Communications

DAY 1

The New Rules of selling and Communications

- The Digital Revolution and Today’s Media Environment
- The Revolution in Consumer Behaviour
- The Psychology of Persuasion
- Public Relations, Communications, and Marketing Trends
- Key Skills for Communicators and Marketers
- A Problem-solving Approach to Communications

DAY 2

Stakeholders, Segmentation, and Personas

- Stakeholder Analysis and Mapping
- Segmenting Your Audiences
- Creating Audience Personas
- Connecting with Stakeholders – multi-channel communications

- Personalisation
- Communications and Customer Journeys

DAY 3

Convergence of Social and Traditional Media

- Influencer Marketing
- Champions and Opinion Formers
- Thought Leadership and Blogging
- Search Engine Marketing
- Use Experience
- Integrated Media Relations

DAY 4

Creating Content that Works

- Creating a Message House
- Storytelling and Identity
- Corporate Identity, Tone, and elegance
- Content Calendars and Evergreen Content
- Videography and Viral Content
- Podcasting as Marketing

DAY 5

Evaluation, Analysis, Planning, and Strategy

- Output - Out-take and Outcomes - a scientific approach to evaluation
- The Planning Cycle
- Evidence-based Analysis
- The Placemat Approach to Strategy
- Planning and Company Strategy
- SMART Objectives and KPIs

Register or ask about this course online

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