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COURSE BROCHURE

Community Relations Strategy and Social Investment Planning Training Course

20 – 24 September 2027
Madrid

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Registered in the United Kingdom and Saudi Arabia

Community Relations Strategy and Social Investment Planning Training Course

Ref: 3027_114831 **Date:** 20 – 24 September 2027 **Location:** Madrid **Fees:** 5600 GBP

Community Relations Strategy and Social Investment Planning is a 1-week training course for community affairs, corporate affairs and social investment specialists who build a multi-year community relations plan for an operating site. Neighbouring communities now shape permits, workforce access and reputation, so long-term relationships need deliberate design rather than reactive goodwill. The course is delivered by Jupiter Prime Training.

Why Community Relations Strategy Matters Now

Three forces shape community relations strategy today: residents who expect a voice in decisions about land, water, traffic and jobs; investors and lenders who ask how social risk around a site is understood and handled; and social media, which carries a local complaint far beyond the fence line within hours. An organisation that listens early, keeps its promises and invests where needs are real earns a durable social licence to operate. One that treats neighbours as an afterthought meets blockades, delays, legal challenges and lasting distrust among the people it most depends on.

Who Gains Most from Community Relations Strategy

- Specialists who maintain day-to-day contact with host villages, neighbourhoods and local leaders
- Corporate affairs staff who brief executives on social risk and local sentiment
- Social investment officers who select, fund and monitor local initiatives
- Site liaison staff who receive and resolve complaints from neighbours
- Project planners who need community input before construction or expansion

Site teams gain most when liaison, corporate affairs and social investment colleagues attend together and leave with one shared view of their neighbours.

Community Relations Strategy Capabilities

Participants practise turning scattered local contacts, complaints and donations into a deliberate, measurable relationship with each neighbouring community.

- Map community groups, leaders and interests around a site — consultation priorities
- Assess social risk and community sentiment along the operating life cycle — executive briefings
- Design a grievance channel that neighbours trust and use — complaint resolution
- Weigh social investment options against local need and lasting benefit — funding committees
- Build indicators that track relationship health and investment results — site leadership
- Communicate commitments and progress back to residents in plain language — local leaders

Key Community Relations Strategy Terms

- Social licence to operate — The ongoing acceptance of a site or project by the people who live around it and are affected by it.
- Host community — The settlements, neighbourhoods and groups located nearest to an operation and most exposed to its impacts and benefits.
- Grievance mechanism — A defined, accessible route through which residents raise concerns and receive a timely, recorded response.
- Social investment — Voluntary funding or in-kind support for local initiatives that build long-term community benefit beyond legal duties.
- Commitments register — A tracked list of every promise made to a community, with owner, deadline and status.
- Perception survey — A structured, repeated poll of residents that measures trust, awareness and satisfaction with a site.

Community Relations Strategy Day by Day

Day 1: Communities, Sites and the Social Licence

- Social Licence Life Cycle — When Acceptance Is Won Or Lost
- Site Impact Footprint — Which Settlements Feel Noise, Dust And Traffic
- Community Expectations Scan — Jobs, Services And Environmental Concerns Ranked
- Historic Relationship Review — Lessons From Past Disputes And Promises
- Social Risk Register — Exposure Of Permits, Schedules And Reputation

Day 2: Mapping Who Lives Around the Fence Line

- Community Mapping Grid — Groups, Leaders, Interests And Influence
- Vulnerable Group Identification — Women, Youth, Elders And Displaced Households
- Influence And Concern Matrix — Where Liaison Effort Goes First
- Consultation Calendar — Timing Meetings Around Local Life And Seasons
- Culturally Appropriate Engagement Formats — Gatherings, Visits And Local Media

Day 3: Grievance Channels and Commitment Tracking

- Grievance Channel Design — Access Points, Anonymity And Response Times
- Complaint Triage Rules — Escalation Of Safety, Land And Water Issues
- Commitments Register — Owners, Deadlines And Closure Evidence
- Root Cause Review Of Recurring Complaints — Operational Fixes On Site
- Feedback Loop Messages — Telling Complainants What Changed

Day 4: Social Investment Choices and Measurement

- Needs Assessment With Residents — Investment Areas Chosen Locally
- Social Investment Portfolio Screen — Education, Health, Livelihoods And Infrastructure
- Local Partner Due Diligence — Choosing Delivery Organisations Responsibly
- Exit And Handover Planning — Avoiding Dependency When Funding Ends
- Relationship Health Indicators — Perception Surveys, Complaint Trends, Commitments Closed

Day 5: Practising the Community Relations Plan

- Applying The Community Map — Engagement Priorities For The Plan
- Applying Grievance Data — Operational Changes Committed In The Plan
- Applying The Investment Screen — Multi-Year Funding Allocation
- Executive Sign-Off Simulation — Defending Choices To Site Leadership
- Multi-Year Community Relations Plan — Final Plan Presented For Review

Applying Community Relations Strategy After the Course

- Lead a community mapping session with site liaison staff and refresh the influence and concern matrix for every nearby settlement.
- Audit the grievance channel and commitments register, close overdue promises and report the results back to local leaders.

Community Relations Strategy Questions FAQ

What is community relations strategy and why does it matter now?

Community relations strategy is the deliberate planning of long-term relationships with the people living around a site. It matters now because residents, investors and social media all hold organisations to account for local impacts, and a lost social licence can halt operations.

Which roles gain most from community relations strategy training?

Community affairs, corporate affairs and social investment specialists gain most. Site liaison staff and project planners who meet neighbours also benefit.

How does community relations strategy differ from a public relations course?

Community relations strategy focuses on the specific settlements around a site and on two-way relationships, grievances and investment. A public relations course addresses media, brand and wider audiences.

What do you bring back from community relations strategy training?

You bring back a multi-year community relations plan for your own site. It contains a community map, grievance channel improvements, a commitments register, a screened social investment portfolio and indicators that show whether relationships are improving.

Community Relations Strategy: The Way Forward

The multi-year community relations plan first informs which settlements receive engagement and investment in the coming year. Site leaders, liaison officers and funding committees use it to coordinate promises and spending. After the first perception survey and a full cycle of grievance data, the plan's priorities are worth revisiting to check whether trust is genuinely rising among the most affected households.