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COURSE BROCHURE

Corporate Communication Training Course for New Practitioners

26 – 30 July 2027
Amsterdam

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Registered in the United Kingdom and Saudi Arabia

Corporate Communication Training Course for New Practitioners

Ref: 487_17886 **Date:** 26 – 30 July 2027 **Location:** Amsterdam **Fees:** 5600 GBP

Corporate Communication Training Course for New Practitioners is a 1-week core training course for communications officers, PR executives and managers new to communication roles, and it ends with a Corporate Message House and Channel Plan. Organisations are judged on how consistently their leaders, reports and channels describe who they are, so a clear corporate voice now protects trust and reputation. Jupiter Prime Training offers this course for practitioners building that voice.

Why Corporate Communication Matters Now

Three forces shape corporate communication today. Employees, investors, customers and communities now hear from an organisation through many channels at once, so a mixed message is noticed quickly. Leaders are expected to speak in public more often and with less preparation time. Annual and sustainability reports are read as statements of identity, not only of results. One voice earns credibility; several voices cost trust. The course draws on recognised corporate identity and messaging practice and on the AMEC Barcelona Principles 3.0 for measuring communication outcomes.

Who Gains Most from Corporate Communication

- Communications officers who draft news, statements and internal announcements for the organisation
- PR executives who brief journalists and manage the corporate profile with external audiences
- Managers moving into a communication role who must now plan messages and channels
- Corporate affairs coordinators who prepare leaders for speeches, interviews and town halls
- Report writers who shape the narrative sections of annual and sustainability reports

A small corporate communication unit that sends its newer officers together gains most, because they return with one message house and one channel plan for the whole organisation.

Corporate Communication Capabilities

Participants move from writing single announcements to planning how the organisation presents its identity, messages and leaders to every audience.

- Assess corporate identity and reputation drivers against current perception — for senior leaders setting priorities
- Design a message house with an umbrella statement and supporting proof points — for spokespeople and content writers
- Map stakeholder audiences by interest and influence on the organisation — for corporate affairs and investor relations
- Weigh owned, earned and paid channels for each audience — for budget holders and channel owners
- Build executive talking points and briefing notes — for chief executives and directors facing media or staff
- Apply simple reputation monitoring and outcome measures — for boards and communication heads reviewing results

Key Corporate Communication Terms

- Corporate identity — the way an organisation presents itself through its name, visual style, behaviour and messages to every audience.
- Message house — a one-page structure holding an umbrella statement, three or four key messages and the proof points behind each.
- Stakeholder audience — a group whose interests, opinions or decisions affect the organisation, such as staff, investors, customers or regulators.
- Owned, earned and paid media — channels the organisation controls, coverage it gains through others, and space it buys.
- Boilerplate — the short standard paragraph describing the organisation that closes every press release and corporate profile.
- Reputation driver — a factor such as leadership, performance, workplace or citizenship that shapes how audiences judge an organisation.

Corporate Communication Day by Day

Day 1: Corporate Identity and Reputation

- Corporate Identity Audit — Name, Visual Style, Behaviour and Voice
- Reputation Driver Analysis — Leadership, Performance, Workplace and Citizenship
- Perception Gap Review — Intended Image Versus Audience View
- Mission and Values Translation — Turning Statements Into Plain Language
- Corporate Profile and Boilerplate Drafting — One Standard Description

Day 2: Communication Strategy and Key Messages

- Communication Objectives Setting — Linking Messages to Business Goals
- Message House Construction — Umbrella Statement and Proof Points
- Key Message Testing — Clarity, Credibility and Relevance Checks
- Tone of Voice Guide — Consistent Wording Across Writers
- Corporate Narrative Arc — Purpose, Progress and Direction

Day 3: Stakeholder Audiences and Channel Choice

- Stakeholder Audience Mapping — Interest and Influence Grid
- Audience Insight Profiles — Needs, Concerns and Preferred Sources
- Owned, Earned and Paid Media Mix — Matching Channels to Audiences
- Channel Calendar Planning — Timing Announcements Across Platforms
- Spokesperson Matrix — Who Speaks for Which Topic

Day 4: Executive Communication and Reporting Narratives

- Executive Talking Points — Short Answers for Media and Staff
- Leadership Speech Structure — Opening, Message and Call to Action
- Town Hall and All-Staff Briefings — Two-Way Dialogue With Employees
- Annual Report Narrative — Chair Letter and Strategy Story
- Sustainability Report Storytelling — Evidence Behind Each Claim

Day 5: Practising the Corporate Message House and Channel Plan

- Reputation Monitoring Dashboard — Coverage, Sentiment and Share of Voice
- Barcelona Principles 3.0 Outcome Measures — Beyond Counting Coverage
- Message House Refinement — Applying Audience and Leader Feedback
- Channel Mix Simulation — Launching a Corporate Announcement
- Corporate Message House and Channel Plan — Final Draft for Sign-Off

Applying Corporate Communication After the Course

- Run a perception gap review with five internal and five external contacts and present the gaps against the current corporate profile.
- Prepare executive talking points for the next leadership announcement using the message house and spokesperson matrix.

Corporate Communication Questions FAQ

What is Corporate Communication and why does it matter now?

Corporate communication is how an organisation delivers one consistent voice to every audience. It matters now because audiences hear from many channels at once and notice when leaders, reports and posts disagree.

Which roles gain most from Corporate Communication training?

Communications officers, PR executives and managers new to communication roles gain most. Corporate affairs coordinators and report writers also benefit, especially when a small unit sends several newer officers together.

How does Corporate Communication training differ from an advanced PR management course?

It builds the core foundations of identity, key messages, audiences and channels for newer practitioners. An advanced PR management course assumes these and focuses on leading a function, budgets, agencies and complex campaigns.

What do you bring back from Corporate Communication training?

You bring back a Corporate Message House and Channel Plan. It holds the key messages, proof points, audience map, channel mix and reputation measures your team can use at once.

Corporate Communication: The Way Forward

The Corporate Message House and Channel Plan first informs how the next corporate announcement is worded and which channels carry it. Communications officers, spokespeople and report writers use it to keep the organisation's voice consistent. After its first use, revisit the key messages and channel mix against monitoring results and audience feedback, because perceptions shift over time.