CINPAA | INTERNATIONAL COOPERATIVE FOR TRAINING & CONSULTING

سينبا | التعاونية الدولية للتدريب والاستشارات



Training programme:

Certificate in Corporate Communications

Delivered in several cities and dates

OUR INTERNATIONAL PARTNERS:

ISDE Law Business School High Performance Education
Higher Institute of Law and Business (ISDE)

Professional Development Institute
Professional Development Institute

Universidad Camilo José Cela
Camilo José Cela University

SEK EDUCATION GROUP

ISO 29993:2017 Learning services for non-formal education and training

ISO 9001:2015

Certificate in Corporate Communications

About the programme:

This programme examines corporate communication and the tools used to organise it, connecting communication planning with the implementation of a coherent organisational approach.

Objectives:

Developing participants' skills, knowledge, values and professional approaches in:

a. Define corporate communication

b. Apply different techniques and tools to implement an effective corporate communication program

c. Plan and execute corporate comm unication programs and campaigns internally and externally

d. Identify and utilize specialist areas in corporate communication

e. Employ corporate communication in new organizational developments

f. Adapt to various avenues of communication within the organization.

Target audience:

a. Personnel who are seeking an in-depth knowledge of corporate communication as well as managers, supervisors and officers experienced in public relations.

b. Other key personnel whose work is based on relations and interaction within the organization or in the external public sphere, particularly in the areas of media.

c. CSR and branding will also benefit from this course.

d. Target Competencies

e. Planning, organizing and leading

f. Written communication

g. Public speaking and media handling

h. Building rapport

i. Controlling and evaluating

Daily programme:

• Day 1: Foundations of corporate communication

a. Definition, concept and history of corporate communication in organisations

b. Differentiating vision, mission and objectives and communicating each consistently

c. Corporate communication in a changing environment and the new media landscape

d. Stakeholder management, stakeholder engagement and mapping the organisation's publics

e. Workshop: building a stakeholder map with communication priorities for each group

f. Day output: stakeholder map and engagement priorities

• Day 2: Corporate identity, branding and reputation

a. Definitions of corporate identity and the components that express it

b. Branding and the role of visual and verbal identity in public perception

c. Why corporate identity and reputation matter to institutional performance

d. Aligning identity, image and reputation and closing the gaps between them

e. Case study: analysing a reputation gap between an organisation's identity and its public image

f. Day output: identity, image and reputation alignment review

- **Day 3: Developing the corporate communication strategy**

a. Corporate communication strategy and the strategic planning process

b. Global aspects of communication: high- and low-context cultures and cross-cultural audiences

c. Planning and executing internal and external communication programmes and campaigns

d. Research, measurement and evaluation, including measuring corporate reputation

e. Workshop: drafting a campaign plan with objectives, audiences, messages and measures

f. Day output: communication campaign plan with evaluation measures

- **Day 4: Specialist areas: media, employees and issues**

a. Media relations, journalism and news outlets: what constitutes news

b. The effects of news coverage on corporate communication and reputation

c. Employee communication, internal communication and organisational identification

d. New media and social media: benefits, challenges and issues management

e. Workshop: writing a news release and preparing key messages for a media interview

f. Day output: media relations toolkit with key messages

- **Day 5: Crisis, leadership and CSR communication**

a. Communication in times of crisis: first statements, spokespersons and timelines

b. Leadership and change communication and the features of effective leadership communication

c. Corporate social responsibility and community relations: the case for CSR

d. Communicating about CSR, the eight areas of focus for CSR and the link with public relations

e. Case study: reviewing an organisation's crisis response and its later CSR communication

f. Day output: crisis communication protocol and CSR communication outline

Training methods and certificates:

Our programmes are built on modern pedagogy that combines theoretical knowledge with practical application, in line with participants' needs and the demands of the workplace. Methods include:

· **Interactive workshops:** analysis of real data and group discussions that strengthen practical understanding.

· **Case studies:** examples from international organisations that highlight real successes and challenges.

· **Realistic simulations:** participants train through professional scenarios that mirror real situations requiring decisions and situation management.

· **Advanced tools and technologies:** hands-on practice with up-to-date training software and tools suited to each field.

Certificates:

On successful completion, participants receive a certificate issued by CINPAA, a training institute officially registered in the European Union, Spain and the United Kingdom.

CINPAA - Cooperative International for Training and Consulting

Our programmes are delivered within academic and professional partnerships, cooperation agreements and memoranda of understanding with a number of academic and professional institutions, including:

- **Camilo José Cela University - Spain**
- **ISDE - Law & Business School - International**
- **Professional Development Institute - United Kingdom**

These partnerships aim to exchange expertise, develop training content and raise programme quality in line with

international best practice.

Kind regards,
International Programmes Department
"CINPAA" INTERNATIONAL COOPERATIVE FOR TRAINING & CONSULTING

Course details and registration

Course Details | Registration

Programme	**Certificate in Corporate Communications**	Course Title
Language	**English**	Course Language
Venue	**Several cities and dates – see the table below**	Venue
Financial offer	**Sent separately, according to the number of participants and the delivery conditions.**	Financial Offer

Registration and confirmation:

To register, please use one of the following:

a. Complete the programme request form on our website.

b. Or send an email from your training department.

c. Or a nomination letter from your organisation.

Send your confirmation by:

Email	info@cinpaa.org
WhatsApp	+34 635 867 686

Our team is ready to advise on accommodation and logistics before and during your stay.

Planned programme dates:

City	Dates
Madrid, Spain	07 - 11 Dec 2026
Madrid, Spain	01 - 05 Mar 2027
Barcelona, Spain	07 - 11 Jun 2027
London, United Kingdom	06 - 10 Sep 2027
Cairo, Egypt	06 - 10 Dec 2027

The programme can be delivered in other cities and on other dates to suit your organisation, at the length you need. The cities are listed on the last page.

Cities where we deliver our programmes:

This programme can be delivered in any of the following cities, and elsewhere on request.

Albania Tirana, Saranda	**Australia** Sydney	**Austria** Vienna, Hallstatt, Salzburg / Zell am See	**Azerbaijan** Baku
Bahrain Manama	**Belgium** Brussels, Bruges	**Bosnia and Herzegovina** Sarajevo	**Canada** Toronto, Montreal
China Hong Kong, Shanghai, Beijing, Guangzhou	**Croatia** Dubrovnik	**Cyprus** Nicosia, Limassol, Larnaca	**Czech Republic** Prague
Egypt Cairo, Sharm El Sheikh, Alexandria, Hurghada	**France** Paris	**Georgia** Tbilisi, Batumi	**Germany** Munich, Berlin, Düsseldorf, Frankfurt
Greece Athens, Rhodes	**Hungary** Budapest	**Indonesia** Bali, Jakarta	**Ireland** Dublin
Italy Rome, Florence, Milan, Venice, Como	**Japan** Tokyo	**Jordan** Amman, Aqaba	**Kuwait** Kuwait City
Malaysia Kuala Lumpur	**Maldives** Maldives	**Mauritius** Mauritius	**Montenegro** Budva, Kotor
Morocco Casablanca, Marrakech, Tangier, Rabat	**Netherlands** Amsterdam	**Oman** Muscat, Salalah	**Philippines** Manila
Poland Krakow, Warsaw	**Portugal** Lisbon, Porto	**Qatar** Doha	**Russia** Moscow
Saudi Arabia Riyadh, Jeddah, Dammam	**Serbia** Belgrade	**Slovenia** Ljubljana	**South Korea** Seoul
Spain Madrid, Barcelona, Valencia, Alicante, Benidorm, Malaga / Marbella, San Sebastian, Granada, Cordoba, Canary Islands, Seville, Bilbao	**Switzerland** Geneva, Luzern, Zurich, Interlaken, Zermatt, Lugano	**Thailand** Bangkok, Phuket	**Tunisia** Tunis
Turkey Istanbul, Antalya, Trabzon, Bursa, Izmir, Bodrum, Antakya (Hatay)	**United Arab Emirates** Dubai, Abu Dhabi	**United Kingdom** London, Edinburgh, Manchester, Birmingham	**United States** Miami, New York, Los Angeles, Washington