



SALES, MARKETING AND CUSTOMER ENGAGEMENT

Public Relations and Corporate Communications

3 day course

Classroom, online or in-house

Course overview

Reputation is built slowly through ordinary conduct and lost quickly through a badly handled event, and the communications function is usually resourced for the first and judged on the second. This course covers both. Delegates work through defining what the organisation wants to be known for, and the difference between a message and a claim. Media relations follow, including how journalists actually work, what makes something a story and the interview that goes wrong. Written materials are covered: releases, statements and the holding line that buys time without saying nothing. Stakeholder and community engagement are addressed, particularly where operations affect people directly. Internal communication is treated as part of external reputation, since staff are the most credible source about their employer. Issues management and crisis communication follow, including the first hour. The course closes on measurement and on rebuilding trust after damage.

What you will learn

- Define what the organisation wants to be known for
- Distinguish a message from a claim you must substantiate
- Work with journalists on the terms the profession actually operates
- Write releases, statements and a holding line that buys time
- Engage stakeholders and communities affected by operations
- Use internal communication as part of external reputation
- Manage issues and the first hour of a crisis, then rebuild trust

Who should attend

- Communications and public relations officers
- Marketing managers with a communications remit
- Corporate affairs and stakeholder relations staff
- Spokespeople and senior managers who face media
- Community liaison officers at operating sites

Course outline

- 01 Built slowly, lost quickly
- 02 What the organisation stands for
- 03 Messages against claims
- 04 How journalists work and what makes a story
- 05 Releases, statements and holding lines
- 06 Stakeholder and community engagement
- 07 Internal communication and credibility
- 08 Issues, the first hour and rebuilding trust

Upcoming dates



Dates	Venue	Format	Fee per delegate
19 to 21 October 2026	Online	Online	R6,500
25 to 27 January 2027	Gaborone, Botswana	Classroom	R14,950
10 to 12 February 2027	Durban, South Africa	Classroom	R14,950
15 to 17 February 2027	Kampala, Uganda	Classroom	USD 995

Fees and how to register

This 3 day course is **R6,500** per delegate online, **R14,950** in the classroom in South Africa, Botswana, Namibia, Lesotho and Eswatini, and **USD 995** in the classroom elsewhere in Africa. In-house training is quotation on request. Book 2 or more delegates on this course and save 10%.

To register or request an in-house proposal, visit www.afrisciencegroup.com, email info@afriScience.co.za, or WhatsApp us on **+27 63 479 1136**.

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