

Public Relations and Corporate Reputation Management

Sales and Marketing

Course Overview

Public Relations and Corporate Reputation Management: a 5-day professional training course from LTC Consultants, delivered in-classroom across Africa and...

What You Will Achieve

- Explain the core principles and current good practice in Public Relations and Corporate Reputation Management
- Apply practical tools and techniques for Public Relations and Corporate Reputation Management in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine Public Relations and Corporate Reputation Management in practice
- Build a personal action plan to implement what you have learned

Who Should Attend

Directors, senior managers, heads of department, team leaders and high-potential professionals preparing for greater leadership responsibility.

Course Outline

1. Foundations of Public Relations and Corporate Reputation Management: principles, terminology and context
2. The business case: why Public Relations and Corporate Reputation Management matters to performance
3. Core tools, frameworks and methods
4. Applying the tools: guided case study and exercises
5. Common pitfalls and how experienced practitioners avoid them
6. Working with stakeholders: communication and influence
7. Measuring results and continuous improvement
8. Personal action planning and course review

Upcoming Dates and Fees

DATES	VENUE	FEE (PER DELEGATE)
14 to 18 Sep 2026	Cairo	\$1,450
28 Sep to 2 Oct 2026	Online	\$800
5 to 9 Oct 2026	Pretoria	\$1,395
19 to 23 Oct 2026	Windhoek	\$1,395

26 to 30 Oct 2026	Dar es Salaam	\$1,650
9 to 13 Nov 2026	Gaborone	\$1,550
16 to 20 Nov 2026	Kigali	\$1,450
30 Nov to 4 Dec 2026	Cape Town	\$1,395
7 to 11 Dec 2026	Lusaka	\$1,450

LTC Consultants

Suite 601, Block 2, Monument Office Park, 79 Steenbok Ave, Monument Park, Pretoria, 0181, South Africa

+27 68 403 2806 | info@ltcconsultants.net | ltcconsultant.co.za

Every delegate receives a Certificate of Attendance. Group and in-house rates available on request.