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 live...

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)
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**

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