



Corporate Social Responsibility

**A senior one-day professional development workshop
looking in depth at issues management and ethics
in business communication**

**The course is appropriate to both in-house executives
and those working in consultancy**

PROFESSIONAL
£365*



*For companies in the PRCA or delegates in the CIPR. Full price £435+VAT.

Aims of the course

Delegates investigate how an organisation's attitude to issues, social responsibility and ethics impacts its profile and its performance.

They learn how to identify sensitivities and shape positive responses that create a solid profile (internally and externally).

They study techniques for effectively managing issues.

Delegates learn how to:

- Enhance an organisation's profile - and its ability to handle issues - through a sincere commitment to corporate ethics
- Identify and deal confidently with potential and emerging issues
- Help formulate company policy in sensitive areas such as the environment and employment
- Encourage management buy-in and support for the communication process
- Stimulate and influence debate

COURSE CONTENT

Corporate Image

Examining the increasing importance of the corporate brand and the pressures involved in maintaining it.

How to establish the context for communications as well as the constituents that ensure a robust image.

Committing to Communication

Enlisting full management buy-in is vital. Establishing it, and a secure base for communications, can be a challenge.

Corporate Ethics and Social Responsibility

The 'cons' as well as the 'pros' of a more ethical stance and the process involved. How to identify allies to support the process and how to influence debate.

Internal Communication

Investigating the central role played by internal audiences in developing an effective response to sensitive issues and ethics plus a strong corporate image.

Issues and Crises

Even the best laid plans can go wrong - a look at the potential threats and different approaches to recovery.

Plan your training

Corporate Social Responsibility takes a fresh look at corporate communications. It is designed to give valuable insights into some of the most serious challenges that can face today's PR practitioners and the organisations they serve.

It is a natural companion to our workshops on *Crisis Management* and *Managing Internal Communications*. These courses are all self-contained. They can be taken in any order.

www.henshallcentre.com

Our web site shows: terms of business; EarlyBird discounts; SuperSaver prices; and all course dates. Book online. See how to run this course just for your team. Get maps and details of local hotels. And read *iDeals* - our online newsletter.



PR Training Provider