



Managing Corporate Affairs

**A practical one-day workshop on managing corporate affairs
and stakeholder relations.**

**It is for senior in-house PR executives or consultants
who are new to managing corporate affairs.**

PROFESSIONAL
£365*



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

Aims of the course

Delegates gain a clear understanding of the process of managing corporate affairs and stakeholder relations. They learn how to identify stakeholders and develop a corporate affairs policy. They are shown examples of successful joint initiatives and partnership working.

Delegates learn how to:

- Develop a corporate affairs strategy
- Identify stakeholders, including arms-length bodies and civil servants as well as politicians
- Understand how local, regional, national and EU government works
- Develop practical methods of influencing stakeholders at each level
- Ensure that corporate affairs activity complements wider communications and media activity

COURSE CONTENT

What are Corporate Affairs and Why do they Matter?

The interface with public affairs, PR and other parts of the communications mix. The role of government and the whole legislative process.

Barriers to good stakeholder relations.

Understanding your Stakeholders

The stakeholder map. Who are your stakeholders? The view from government. How EU, national, local and regional government works.

Practical tips for influencing MEPs, MPs, Lords, your local politicians, civil servants, arms-length bodies and others.

Developing your Corporate Affairs Strategy

Building an accurate picture. Auditing your stakeholders. Developing influencing skills and activities.

Measuring your effectiveness.

The role of the media in corporate affairs.

Joint Lobbying and Corporate Affairs

Creating coalitions of interest. Ground rules for working together.

The impact of joint ventures on branding, PR and internal communications.

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PR Training Provider