Introduction:

Public Relations (PR) and Corporate Communications play a critical role in operational excellence and reputation management in the banking sector. In an industry under constant scrutiny, effective communication strategies are vital. Modern communication tools and channels have greatly enhanced the ability for rapid, localized, and global interactions, making banking public relations an essential part of day-to-day operations.

This course in banking public relations and corporate communications provides an in-depth understanding of communication within the banking industry. Participants will gain the knowledge and skills necessary to navigate the complexities of financial communications. The curriculum offers both theoretical insights and practical strategies that are vital for engaging with key stakeholders and the public effectively within the banking sector.

Through a series of interactive modules, this course will simplify the complexities of banking communications and offer clear guidance on how to refine and implement corporate communication and PR practices to achieve the desired outcomes.

Target Audience:

- Corporate Communications Professionals/Managers
- Public Relations Officers/Managers in the Banking Sector
- Marketing Officers/Managers
- Digital and Social Media Experts
- Internal Communications Professionals
- Those seeking to enhance public relations in banking

Course Objectives:

By the end of this banking public relations and corporate communications course, participants will be able to:

- Establish a strategic framework for Corporate Affairs in banking.
- Develop stakeholder engagement programs that ensure ongoing, targeted communication.
- Understand the evolution of public relations and corporate communications tools in banking.
- Develop and execute robust communication strategies and tactics for banking institutions.
- Assess how research influences the creation of communication strategies specific to the banking sector.
- Gain tools and techniques for reputation management within the media landscape of banking.
- Manage knowledge within the organization for effective public relations and media communication.
- Influence public perceptions through high-quality internal communications.
- Create a comprehensive strategic plan for corporate communications and

public relations in banking.

Targeted Competencies:

By the end of this course, participants will be proficient in:

- Leading and organizing corporate communications effectively.
- Designing and evaluating communication strategies.
- Tailoring written communication to suit public relations within the banking sector.
- Mastering public speaking and managing media interactions with confidence.
- Building rapport within a banking context.
- Providing and receiving constructive feedback on corporate communication and public relations efforts.

Course Outline:

Unit 1: The Power of Communication

- Setting goals for public relations within the banking industry.
- Approaches to Corporate and Public Affairs specific to the banking sector.
- Building and maintaining a strong corporate identity and image.
- Corporate communications strategies with a focus on banking.
- Managing external reputation and leveraging communication for change.
- The significance of communication skills for managers in banking.

Unit 2: From the Inside Out: Crafting Consistent Messages

- The role of internal communications in fostering a unified message.
- Identifying family and friends as stakeholders in the banking PR context.
- Assessing emotional capital in banking public relations.
- Mapping and managing communication channels in the banking sector.
- Aligning internal communications goals with the bank’s overall strategy.
- Implementing rapid communication strategies through new media channels.
- Leveraging champions and opinion leaders in communication strategies.
- Developing multinational internal communications programs in diverse banking environments.
- Garnering commitment from decision-makers in banking institutions.

Unit 3: Identifying and Managing Risks and Threats

- Addressing single-issue politics and special interest groups in banking PR.
- Understanding protocols for whistleblowers and banking disclosure rules.
- Engaging external opinion leaders who influence bank PR.
- Developing cause-related PR that aligns with banking values.
- Designing campaigns that address banking sector-specific concerns.
- Creating a crisis management toolkit tailored to the banking industry.
- Managing stakeholder networks and opinion leaders in banking PR.

Unit 4: Corporate Affairs/PR in the Corporate Mix

- Understanding the role of PR in the banking communication mix.
- Integrating PR into the financial institution’s marketing strategies.
- Exploring the impact of direct response PR on bank activities.
- The importance of financial PR and effective communication strategies in banking.
- Leveraging Brand PR to enhance the bank’s image.
- Measuring the effectiveness of persuasive communications in banking.
- Aligning PR and communications plans with marketing efforts in the financial sector.
- Enhancing corporate affairs and customer relations through PR.

Unit 5: Powerful and Persuasive Action Planning

- Measuring the impact of communication strategies on the bank’s performance.
- Translating strategic goals into practical tactics for banking.
- Exploring future opportunities for PR and corporate affairs in banking.
- Summarizing key tools and techniques for banking professionals.
- Networking strategies for recruiting allies in the banking industry.
- Presenting strategic plans to top management in banking.
- Maximizing results through integrated communication efforts.
- Providing consultancy opportunities for individual and group discussions.
- Providing resources for ongoing development in corporate communications and public relations.

Unit 6: International Communication on CSR and Sustainability

- Understanding the evolution of communication and reporting in banking.
- Strategies for effective sustainability reporting and communication in the financial sector.
- Communicating sustainability efforts to benefit both the bank and its stakeholders.
- Navigating decisions around Sustainability Reports and global standards.
- Understanding the Global Reporting Initiative within the banking context.
- Developing and executing a sustainability communication strategy for banks.

Unit 7: Common Mistakes in CSR Communication

- Identifying common pitfalls in CSR communication.
- Ensuring that CSR efforts align with the bank’s goals and values.
- Creating CSR communications that build shareholder trust.
- Preserving the bank’s reputation while benefiting the community through CSR initiatives.