Employee Engagement Communication in Public Relations Training Course

Professional Development Training Course Outline

Category	General Training	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

Employee Engagement Communication is a strategic pillar in modern Public Relations that drives organizational performance, reputation, and workplace culture. In an era shaped by digital transformation, hybrid work environments, internal branding, and real-time communication, organizations must develop structured communication systems that enhance transparency, trust, and employee advocacy. Employee Engagement Communication in Public Relations Training Course equips professionals with advanced PR tools, internal communication strategies, leadership messaging frameworks, and engagement analytics to build high-performing, connected workplaces.

With rising emphasis on employee experience (EX), corporate storytelling, crisis communication, and ESG-driven communication practices, organizations are increasingly investing in internal PR capabilities. This course provides practical, real-world approaches to strengthen employee engagement strategies, change communication, employer branding, and stakeholder alignment, ensuring organizations remain competitive, resilient, and culturally strong in a fast-evolving business landscape.

Programme Curriculum

Employee Engagement Communication in Public Relations Training Course

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Course Duration

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Course Objectives

1. Master Employee Engagement Communication Strategy Development
2. Understand Internal PR Frameworks and Corporate Messaging Systems
3. Apply Digital Workplace Communication Tools effectively
4. Enhance Employee Experience (EX) and Workplace Culture Communication
5. Build strong Employer Branding and Talent Retention Communication
6. Develop Crisis Communication Plans for internal stakeholders
7. Implement Change Management Communication strategies
8. Improve Leadership Communication and Executive Messaging
9. Use Data-driven Communication Analytics and Insights
10. Strengthen Cross-functional collaboration and internal alignment
11. Design Hybrid Workforce Communication Systems
12. Leverage Storytelling techniques in corporate communication
13. Drive Employee Advocacy and Brand Ambassador Programs

Target Audience

1. Public Relations Officers and Managers
2. Internal Communication Specialists
3. HR and People Operations Professionals
4. Corporate Communication Executives
5. Organizational Development Consultants
6. Marketing and Brand Communication Teams
7. Team Leaders and Department Heads
8. Business Owners and Startup Founders

Course Modules

Module 1: Foundations of Employee Engagement Communication

- Evolution of internal PR and engagement models
- Role of communication in employee motivation
- Key drivers of engagement in modern workplaces
- Internal vs external communication alignment
- **Case Study:** Google’s employee engagement communication culture

Module 2: Internal Branding & Corporate Identity

- Building strong employer branding systems

- Aligning values, mission, and internal messaging
- Employee value proposition (EVP) strategies
- Visual and verbal branding consistency
- **Case Study:** Microsoft's internal transformation branding

Module 3: Digital Workplace Communication

- Tools for internal communication
- Real-time communication strategies
- Remote and hybrid engagement systems
- Content personalization for employees
- **Case Study:** IBM's digital workplace transformation

Module 4: Leadership Communication & Influence

- Executive messaging frameworks
- Transparent leadership communication
- Building trust through internal narratives
- Feedback loops between leadership and employees
- **Case Study:** Satya Nadella's leadership communication at Microsoft

Module 5: Change Management Communication

- Communication planning for organizational change
- Managing resistance through messaging
- Employee alignment during transitions
- Emotional intelligence in change communication
- **Case Study:** Netflix culture shift communication strategy

Module 6: Employee Engagement Strategies & Programs

- Employee recognition and reward communication
- Surveys, feedback, and listening strategies
- Engagement campaigns and activations
- Gamification in internal communication
- **Case Study:** Salesforce employee engagement ecosystem

Module 7: Crisis & Risk Communication Internally

- Internal crisis communication planning
- Managing misinformation within organizations
- Speed vs accuracy in crisis messaging
- Employee reassurance frameworks
- **Case Study:** Boeing internal crisis communication challenges

Module 8: Employee Advocacy & Storytelling

- Turning employees into brand ambassadors
- Corporate storytelling techniques
- Social media advocacy guidelines
- Building trust through authentic voices
- **Case Study:** Starbucks employee advocacy program

Training Methodology

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

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