Garnet
Garnet Global Training Center

GGT-MK-108

Marketing, Sales & Communication

Corporate Communication & Reputation

الاتصال المؤسسي وإدارة السمعة

Duration	Language	Formats	Hours	Level
5 or 10 days	**English or Arabic**	**Classroom, online, in-house**	**35 / 70**	**Intermediate (practitioner)**

Overview

Corporate Communication & Reputation turns established good practice into step-by-step methods that participants rehearse in exercises and then apply at work. Win and keep customers with sharper strategy, selling and communication. Choose 5 or 10 days, classroom or live online, English or Arabic; organisations can also run it in-house and adapt the examples to their own work.

What you will be able to do

- Apply the methods and standards of Corporate Communication & Reputation to real tasks.
- Use the right tools, checks and calculations step by step.
- Diagnose common problems and identify root causes.
- Interpret data and results correctly and act on them.
- Follow safe, compliant and documented work practices.

Who should attend

Marketing and sales teams, account managers, PR and communication specialists. Practitioners with one to five years of experience benefit most.

Key topics

- Customer insight and segmentation
- Brand and positioning
- Digital channels and content
- Sales process and negotiation
- Measurement and ROI
- Media and stakeholder communication

Formats and fees

5-day classroom	**USD 4,750**
5-day online	**USD 2,950**
10-day classroom	**USD 8,950**
10-day online	**USD 5,450**
In-house	**Quotation per group**

Fees per participant, excluding VAT.

Register or ask

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Email: info@garnettrainings.com

Training: training@garnettrainings.com

Web: garnettrainings.com

Sharjah Publishing City Free Zone, Sharjah, UAE

Certificate

Participants who attend at least 90% of sessions and complete the final assessment receive a certificate of completion stating 35 contact hours (5-day) or 70 contact hours (10-day).

5-day outline

Day 1 Corporate Communication & Reputation: principles and standards

- Digital channels and content
- Checklists and templates to take away

Day 2 Methods and tools in practice

- Sales process and negotiation
- Measurement and ROI

Day 3 Diagnosis and problem solving

- Media and stakeholder communication
- Group discussion and peer review

Day 4 Quality, safety and documentation

- Customer insight and segmentation
- Measurement and reporting

Day 5 Workshop, assessment and action plan

- Brand and positioning
- Hands-on workshop on a workplace challenge

10-day outline

Day 1 Corporate Communication & Reputation: principles and standards

- Digital channels and content
- Checklists and templates to take away

Day 2 Methods and tools in practice

- Sales process and negotiation
- Measurement and ROI

Day 3 Diagnosis and problem solving

- Media and stakeholder communication
- Group discussion and peer review

Day 4 Quality, safety and documentation

- Customer insight and segmentation
- Measurement and reporting

Day 5 Workshop, assessment and action plan

- Brand and positioning
- Hands-on workshop on a workplace challenge

Day 6 Advanced techniques and specialist practice

- Complex cases in depth
- Common mistakes and how to avoid them

Day 7 Digital tools, data and automation

- Analysis tools and software
- Using AI in this field

Day 8 Benchmarking against international practice

- Global performance benchmarks
- Regional and international case studies

Day 9 Capstone project

- Analyse a real challenge from your organisation
- Build the solution and implementation plan

Day 10 Presentations, final assessment and certificates

- Project presentations and review
- Final exam and certificate award

Schedule 2027–2030

Dates	Format	City	Language	Fee (USD)
18–22 Jan 2027	5-day classroom	Abu Dhabi	Arabic	4,750
15–19 Mar 2027	5-day classroom	Amsterdam	English	4,750
21–25 Jun 2027	5-day online	Live online	Arabic	2,950
19–30 Sep 2027	10-day classroom	Manama	Arabic	8,950
5–9 Mar 2028	5-day classroom	Kuwait City	Arabic	4,750
5–16 Jun 2028	10-day online	Live online	Arabic	5,450
13–24 Aug 2028	10-day classroom	Cairo	English	8,950
20–24 Nov 2028	5-day classroom	Amsterdam	English	4,750
9–13 Jul 2029	5-day classroom	Abu Dhabi	English	4,750

Dates	Format	City	Language	Fee (USD)
20–24 Aug 2029	5-day classroom	Geneva	English	4,750
10–14 Sep 2029	5-day online	Live online	English	2,950
1–12 Oct 2029	10-day classroom	Dubai	Arabic	8,950
13–24 May 2030	10-day online	Live online	Arabic	5,450
10–21 Jun 2030	10-day classroom	London	English	8,950
12–16 Aug 2030	5-day classroom	Kuala Lumpur	English	4,750
17–21 Nov 2030	5-day classroom	Riyadh	Arabic	4,750

Customised and in-house versions of this course are available on request. garnettrainings.com/en/customise/