

GULF INSTITUTE



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Strategic Community Relations

INTRODUCTION

- Active community partnership projects between corporates or governments and the communities in which these operate aim to co-create societal impact, which in return will positively affect business and governance.
- This Strategic Community Relations training seminar aims to provide managers, professional leaders, policy makers, academic professionals and all employees to acquire in-depth insights and hands-on knowledge on how to best create shared value for communities and businesses alike. This training seminar will not only dispel myths relating with community engagement but will also focus on how to manage community stakeholders effectively to ensure a 'win-win' and to prevent conflict whenever possible.

This training seminar will highlight:

- The reasons why every company should take into account the environment and communities surrounding their business operations
- How to define and devise a community strategy for your company
- Different approaches to community engagement from a corporate perspective
- Why correctly engaging key stakeholders will be key to sustainable growth within a company
- How to measure, evaluate and report corporate community programmes

OBJECTIVES

- This Strategic Community Relations training seminar intends to provide its participants with an in-depth knowledge of what Community Relations Management is and how to effectively apply it in their company.

At the end of this training seminar, you will learn to:

- Better understand the role of organisations in managing community relations
- Discern the different areas of meaningful impact organisations can have in the communities they operate in
- Develop meaningful stakeholder engagement techniques
- Learn how to analyse and report impact and why this is important

TRAINING METHODOLOGY

- Participants will perfect the required skills to develop and implement Community engagement plans through a wide-range of instructional methods including the examination of various case studies, review of published studies, group discussions with maximum delegate participation covering current situations and practices, and finally, lecturing by an experienced practitioner.

ORGANISATIONAL IMPACT

Organisations will gain:

- A workforce able to discern long-term elements affecting the organization and act on it
- Increased employee engagement
- Improved business operations
- Stronger relationships with the communities located where businesses operate which will likely contribute to the 'social license to operate'
- Improved brand image and business reputation via the application of methods and concepts learnt during the course

PERSONAL IMPACT

Delegates will personally gain:

- In-depth knowledge on Community Relations
- The ability to convey messages effectively to the right stakeholders
- Increased skillsets in stakeholder management
- Increased recognition by community stakeholders as a collaborative partner
- The ability to contribute to the organisation's strategic objectives

WHO SHOULD ATTEND?

This training seminar is aimed at professionals with a leadership role or who want to be involved in Community Relations:

- Executives involved in strategic and operational functions
- Corporate Social Responsibility (CSR) Practitioners at all levels
- Business Operations Managers
- All Personnel involved in communications, business strategy, community relations, governmental affairs

Course Outline

The Communities We Operate In

- Corporate Social Responsibility (CSR) vs. Community Engagement
- Understanding the Importance of Community Engagement
- Defining the Corporate Community Involvement Mission
- Identifying Key Stakeholders
- Stakeholder Expectations of Our Organisation
- Assessing Impacts and Pre-empting Risks
- Reputational Impact

Integrating Community Involvement into the Business

- Integrating Community Involvement into the Business
- Environmental Issues
- Health and Safety
- Local Procurement
- Education
- Capacity Building
- Reputation Management

Practical Steps for Community Engagement

- Developing Engagement Programmes
- Engagement Techniques
- Corporate Communication with the Communities
- Presenting our Organisation to the Communities We Operate In
- Budgeting
- Practical Exercises in Community Dialogue

Types of Community Programmes

- Community-Driven Projects
- Social Contribution Projects
- Supporting Neighboring Communities in Case of a Disaster
- Corporate Giving and Foundations
- Connected Leadership
- Employee Involvement
- Manage Cross-sector Collaboration

Measuring, Evaluating and Reporting Corporate Community Programmes

- Goal Setting and KPIs
- Measuring Success of Our Initiatives
- Integrated Reporting

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