



دورة تدريبية في إتقان علاقات الشركات بالمجتمع وبناء الثقة المستدامة

دورة تدريبية في إتقان علاقات الشركات بالمجتمع وبناء الثقة المستدامة

المرجع: 36354_26296 التاريخ: 02 - 06 Mar 2027 الموقع: شرم الشيخ الرسوم: 4100 Euro

Course Overview:

This course equips professionals with strategies to build trust, manage community expectations, and enhance corporate reputation through effective community relations. Participants will explore the "Neighbor of Choice" principle, focusing on fostering positive relationships with local communities. Key topics include assessing community needs, managing corporate-community interactions, and leveraging community relations for competitive advantage. Emphasizing corporate social responsibility, participants will learn to position their organizations as trusted members of the community while achieving their business goals.

Target Audience:

- Corporate Community Relations Managers
- Public Relations and CSR Managers
- Corporate Executives in Public Affairs
- Community Program Managers
- Corporate Social Responsibility Officers
- Marketing and Communications Professionals

Targeted Organizational Departments:

- Corporate Social Responsibility CSR
- Public Affairs and Government Relations
- Marketing and Communications
- Human Resources and Employee Engagement
- Compliance and Risk Management
- Environmental and Community Relations

Targeted Industries:

- Corporate and Business Enterprises
- Non-Profit Organizations
- Public Sector and Government Agencies
- Healthcare and Pharmaceutical Companies
- Energy and Environmental Services
- Educational Institutions

Course Offerings:

By the end of this course, participants will be able to:

- Understand and apply the "Neighbor of Choice" principle in community relations.
- Assess community needs and align corporate practices with local expectations.
- Develop sustainable relationships of trust between corporations and communities.
- Manage corporate image and reputation to prevent conflicts and crises.
- Implement effective CSR and community support programs.
- Identify key community leaders and decision-makers for engagement.

Training Methodology:

This course uses interactive lectures, case studies, role-playing, and group discussions to enhance skills in managing community relations. Key methods include scenario-based learning and strategic planning workshops for hands-on practice.

Participants will learn best practices in community engagement through corporate case studies and expert feedback. Practical exercises like community assessments and stakeholder mapping will help apply concepts to real-world challenges.

Course Toolbox:

- Comprehensive ebook on Community Relations Strategies
- Case Studies on Corporate-Community Partnerships
- Templates for Community Engagement Plans
- Checklists for Crisis Management and Reputation Building
- Guideline Templates for Effective Corporate Social Responsibility CSR Programs

Course Agenda:

Day 1: Foundations of Community Relations

- Introduction to Community Relations and Corporate Responsibility **Topic 1:**
- The "Neighbor of Choice" Principle and Its Importance **Topic 2:**
- Understanding Community Expectations and Corporate Reputation **Topic 3:**
- Basics of Community Needs Assessment **Topic 4:**
- Aligning Corporate Goals with Community Values **Topic 5:**
- Identifying Stakeholders and Building Trust **Topic 6:**
- Reflection on the strategic role of community relations in corporate success **Reflection & Review:**

Day 2: Developing Sustainable Corporate-Community Relations

- Conducting Comprehensive Community Assessments Topic 1: •
- Building and Maintaining Relationships of Trust Topic 2: •
- Strategies for Effective Community Engagement Topic 3: •
- Identifying Community Leaders and Influencers Topic 4: •
- Managing Corporate Image within the Community Topic 5: •
- Addressing Social Responsibility and Ethical Practices Topic 6: •
- Analysis of successful corporate case studies in community relations Reflection & Review: •

Day 3: Managing Community Issues and Corporate Impact

- Identifying and Responding to Community Issues Topic 1: •
- Corporate Responsibility in Community Problem-Solving Topic 2: •
- Community Crisis Management and Corporate Response Topic 3: •
- Handling Public Feedback and Community Concerns Topic 4: •
- Leveraging Community Support Programs for Reputation Topic 5: •
- Corporate Ethics and Accountability in Community Relations Topic 6: •
- Discussion on practical steps for conflict resolution and crisis prevention Reflection & Review: •

Day 4: Building Competitive Advantage through Community Programs

- Leveraging Community Programs for Corporate Success Topic 1: •
- Developing and Evaluating CSR Initiatives Topic 2: •
- Establishing Community Partnerships and Alliances Topic 3: •
- Using Community Engagement to Drive Business Goals Topic 4: •
- Measuring the Impact of Corporate Social Responsibility Programs Topic 5: •
- Promoting Sustainable Development within Communities Topic 6: •
- Interactive workshop on integrating CSR with corporate strategy Reflection & Review: •

Day 5: Shaping a Social Vision for Long-Term Impact

- Crafting a Social Vision Aligned with Corporate Values Topic 1: •
- Creating Community Programs for Long-Term Impact Topic 2: •
- Evaluating and Reporting Community Relations Success Topic 3: •
- Building Resilient Corporate-Community Relationships Topic 4: •
- Using Community Relations as a Competitive Advantage Topic 5: •
- Finalizing Community Relations Strategies and Action Plans Topic 6: •
- Summary and action planning for implementing community relations initiatives in Reflection & Review: •
- participants' organizations

How This Course is Different from Other Community Relations Courses:

This course emphasizes the "Neighbor of Choice" principle, viewing corporations as trusted community members rather than external entities. It provides strategies for managing community expectations, crisis response, and leveraging CSR programs for competitive advantage. Participants will gain practical methods for assessing community needs, identifying stakeholders, and implementing programs that align with corporate objectives. Attendees will leave with actionable insights for building sustainable corporate-community relationships.

فئات الدورات التدريبية

الدورات التدريبية في مجال البيئة والاستدامة	دورات إدارة الجودة وتطوير العمليات
دورات إدارة و تحليل البيانات ودورات علم البيانات	دورات إدارة و تطوير الموارد البشرية
دورات الذهن السيرياني ودورات تقنية المعلومات	دورات الاتصال الجماهيري و السياسات والعلاقات العامة
دورات التدريب القانوني والهشتريات والتعاقدات	دورات التسويق وإدارة علاقات العملاء وإدارة المبيعات
دورات الحوكمة وإدارة المخاطر والامتثال	دورات السكرتارية و إدارة المكاتب
دورات الصحة والسلامة والذهن المهني	دورات الصيانة ودورات المجالات الهندسية المتنوعة
دورات المحاسبة و التهويل و دورات الإدارة المالية	دورات المهارات الشخصية وتطوير الذات
دورات في مجالات القيادة والإدارة	دورات معتمدة من قبل هيئات دولية
دورات مكتب إدارة المشاريع وإدارة المشاريع الرشيقية	



مدن التدريب

أكرا غانا	أثينا اليونان	أبوظبي الإمارات العربية المتحدة
الجبيل المملكة العربية السعودية	استنبول تركيا	أهستردام هولندا
الرياض المملكة العربية السعودية	الدوحة قطر	الدار البيضاء المغرب
المنامة مملكة البحرين	الكويت الكويت	القاهرة مصر
بالي جمهورية إندونيسيا	باكو أذربيجان	باريس فرنسا
برشلونة إسبانيا	براغ جمهورية التشيك	بانكوك تايلاند
بوكيت تايلاند	بورتو البرتغال	برلين ألمانيا
جاكارتا جمهورية إندونيسيا	تورنتو كندا	تبليسي جورجيا
دبي الإمارات العربية المتحدة	جوهانسبرغ جنوب أفريقيا	جنيف سويسرا
سان دييغو الولايات المتحدة الأمريكية	زنجبار تنزانيا	روما إيطاليا
نصر الشيخ مصر	سيول كوريا الجنوبية	سنغافورة سنغافورة
طشقند أوزبكستان	طرابزون تركيا	شيكاغو الولايات المتحدة الأمريكية
عن بعد منصة زووم	عمان المملكة الأردنية الهاشمية	طوكيو اليابان



مدن التدريب

كوالالمبور ماليزيا	فيينا النمسا	فرانكفورت ألمانيا
لشبونة البرتغال	لأنكاوي ماليزيا	كيب تاون جنوب إفريقيا
هديد إسبانيا	ماربيا إسبانيا	لندن المملكة المتحدة
ميلان إيطاليا	هونتر سويسرا	هسقط سلطنة عمان
نيس فرنسا	نيروبي كينيا	هيونج ألمانيا
		نيويورك الولايات المتحدة الأمريكية