STRATEGIC COMMUNITY RELATIONS

Paris - France
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$5,500

GENTEX®
TRAINING CENTER

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Introduction

Establishing strong, transparent, and sustainable relationships with the communities in which organizations operate is now an essential strategic priority. Successful businesses understand that engaging with local communities builds trust, enhances reputation, and ensures long-term success. Strategic community relations go beyond charity or compliancethey are about mutual benefit, stakeholder collaboration, and responsible business practices.

This comprehensive five-day course equips participants with the knowledge and tools needed to design, implement, and manage impactful community engagement programs. It explores how companies can integrate community involvement into business operations while managing risks, fostering inclusion, and building resilient partnerships. Through a combination of expert-led sessions, real-world examples, and hands-on exercises, participants will learn to connect business success with social value in meaningful ways.

Strategic Community Relations Course Objectives

- Understand the strategic importance of community engagement in modern business.
- Distinguish between Corporate Social Responsibility (CSR) and community involvement.
- Identify and manage stakeholders effectively to meet shared goals.
- Assess community expectations and evaluate reputational risks.
- Integrate community engagement into business processes such as procurement, education, and environmental practices.
- Design, implement, and manage impactful community programs.
- Develop effective communication strategies to foster trust with local communities.
- Understand the importance of employee involvement and cross-sector collaboration.
- Learn how to measure, evaluate, and report on community program performance using KPIs and strategic goals.

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Course Methodology

This course uses a mix of interactive lectures, group discussions, real-life case studies, and practical exercises to ensure an engaging and applicable learning experience.

Who Should Take This Course

- CSR and community relations professionals
- Corporate communication managers
- Public affairs officers
- NGO and non-profit liaisons
- Project managers and operations leaders
- Government and public sector stakeholders involved in corporate partnerships

Strategic Community Relations Course Outlines

Day 1: 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

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Day 2: Integrating Community Involvement into the Business

- Environmental Issues
- Health and Safety
- Local Procurement
- Education
- Capacity Building
- Reputation Management

Day 3: 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 for Community Programs
- Practical Exercises in Community Dialogue

Day 4: 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

- Managing Cross-Sector Collaboration

Day 5: Measuring, Evaluating and Reporting Corporate Community Programmes

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

Conclusion

By successfully completing this course, participants will gain practical tools and strategic insights that will help them build meaningful and long-lasting community relations. They will be able to align corporate values with community expectations, mitigate risks, and create shared value. At Gentex Training Center, we ensure that participants leave with applicable strategies that can transform their organizations community impact.