GLOBAL TRAINING INSTITUTE

Managing international public relations and the distinguished customer journey



GTI - Coordination Office and International Relations (Accredited Programs)

Course Description

The Managing international public relations and the distinguished customer journey course delves into the integration of international public relations and customer experience management, focusing on crafting a remarkable customer journey. Participants will learn to navigate public relations strategies within diverse cultural contexts while enhancing customer engagement and satisfaction. The curriculum covers essential concepts, tools, and techniques for fostering strong stakeholder relationships and delivering exceptional customer experiences in a global marketplace.

Who Should Attend

This course is suitable for:

- Public Relations Professionals
- Marketing and Communications Specialists
- Customer Experience Managers.
- Business Leaders and Executives
- Students and Graduates
- Consultants
- Brand Managers
- Cultural and Diversity Officers

Course Objectives

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

- Understand the fundamental principles of international public relations.
- Analyze the stages of the customer journey and their impact on engagement.
- Recognize cultural differences and adapt PR strategies accordingly.
- Utilize digital tools and techniques for effective PR management.
- Integrate PR strategies with customer experience goals.
- Measure success using key performance indicators (KPIs) relevant to PR and customer satisfaction.
- Navigate ethical considerations in international public relations.

Course Content

Introduction to International Public Relations

- Definition and significance of international PR.
- Key concepts and theories in public relations.
- Global trends and challenges facing PR practitioners.

Understanding the Customer Journey

- Stages of the customer journey and their implications.
- Mapping customer experiences to enhance satisfaction.
- The role of customer feedback in improving PR strategies.

Cultural Considerations in PR

- Understanding and addressing cultural differences in communications.
- Customizing PR strategies for diverse audiences.
- Examining case studies of successful international PR campaigns.

Tools and Techniques for PR Management

- Overview of digital PR tools and platforms.
- Effective media relations strategies.
- Crisis communication tactics in an international context.

Integrating PR and Customer Experience

- Aligning public relations strategies with customer experience objectives.
- Building brand loyalty through effective communication.
- Engaging customers across various channels for a seamless experience.