Tel No:+97126654546 | Fax No:+97126654182 | Email: training@cmc-me.com | www.cmc-me.com



SM033:
CSR Branding and Communication

Training Description:

This CSR Branding and Communication is a five-day training course designed to provide participants with a practical understanding of how to align corporate social responsibility initiatives with branding and communication strategies to strengthen reputation, trust and stakeholder engagement. The course focuses on developing CSR-driven messaging, storytelling and campaigns that enhance corporate image, demonstrate social impact and differentiate the organization in the marketplace. Participants will explore methods to communicate CSR effectively to internal and external audiences while ensuring alignment with organizational values and business objectives.

Throughout this intensive training course, participants will examine frameworks for integrating CSR into branding, designing communication strategies, and engaging stakeholders through multiple channels. Emphasis is placed on crafting impactful messages, leveraging media and digital platforms, and measuring the effectiveness of CSR communications. The course also highlights strategies for crisis communication, reputation management and the role of CSR branding in building long-term loyalty and trust among customers, employees and communities.

By the end of the training course, participants will be equipped with tools, frameworks and practical techniques to develop and implement CSR branding and communication strategies. They will gain confidence in creating campaigns that reflect organizational values, communicating social impact effectively, engaging stakeholders meaningfully and measuring outcomes to enhance both corporate reputation and social responsibility.

Training Objectives:

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

- ✓ Understand the role of CSR in branding and communication
- ✓ Develop CSR-driven messaging aligned with organizational values
- ✓ Design communication strategies to highlight social responsibility initiatives
- ✓ Leverage media and digital platforms for CSR promotion
- ✓ Engage stakeholders effectively through CSR campaigns
- ✓ Measure the impact and effectiveness of CSR communication efforts
- ✓ Enhance corporate reputation and brand equity through CSR initiatives
- ✓ Integrate CSR messaging with marketing and PR strategies
- ✓ Manage CSR-related risks and respond to potential crises
- ✓ Build long-term trust and loyalty among employees, customers and communities

Training Designed for:

This training course is designed for CSR managers, corporate communication managers, PR officers, brand managers, marketing professionals, sustainability officers, public affairs managers, executives, business development leaders and professionals responsible for CSR initiatives or corporate communication who wish to enhance their skills in integrating CSR into branding, crafting impactful CSR messages, engaging stakeholders effectively and communicating social responsibility initiatives to strengthen reputation and stakeholder trust.

Training Requirement:

"Hands on practical sessions, equipment and software will be applied during the course if required and as per the client's request."

Contents can be adapted to your specific wishes. It is therefore possible to focus on specific modules of the training course as per client's learning needs and objectives. Further, it should be forwarded to us a month prior to the course dates.

Training Program:

DAY ONE:

- Foundations of CSR Branding and Communication
  - Understanding CSR and its role in organizational branding
  - Principles of CSR communication and stakeholder engagement
  - Aligning CSR initiatives with corporate values and business objectives
  - Importance of authenticity and credibility in CSR messaging
  - Challenges in CSR communication
  - Identifying target stakeholders for CSR campaigns
  - Case examples of successful CSR branding initiatives

DAY TWO:

- Crafting CSR Messages and Storytelling
  - Developing clear, consistent and persuasive CSR messages
  - Storytelling techniques to communicate social impact
  - Using visuals, videos and multimedia for effective messaging
  - Aligning CSR communication with marketing, PR and social media
  - Engaging employees and internal audiences
  - Creating campaigns that resonate with external stakeholders
  - Workshop: Drafting CSR messages and content for campaigns

DAY THREE:

- Media, Digital Platforms and CSR Promotion
  - Leveraging traditional and digital media for CSR communication
  - Social media strategies for CSR engagement
  - Influencer and community partnerships for CSR promotion
  - Monitoring conversations and measuring engagement
  - Tools for tracking CSR communication effectiveness
  - Integrating CSR messaging into brand campaigns
  - Workshop: Designing a CSR media and digital communication plan

DAY FOUR:

- Case Study and Stakeholder Engagement
  - Engaging internal and external stakeholders effectively
  - Managing CSR-related feedback and inquiries
  - Aligning CSR initiatives with community expectations and organizational goals
  - Case study: Successful CSR branding and communication campaign
  - Workshop: Developing a comprehensive CSR campaign strategy

- Team presentations and discussion

DAY FIVE:

❖ **Optimization, Reporting and Continuous Improvement**
- Measuring the impact of CSR branding and communication
- Continuous improvement in messaging, campaigns and stakeholder engagement
- Strategic reporting and communicating results to leadership and stakeholders
- Managing reputational risks associated with CSR
- Sustaining CSR initiatives for long-term brand value
- Case study: Enhancing corporate reputation through CSR communication
- Final workshop: Presenting a complete CSR branding and communication strategy

❖ Course Conclusion

❖ POST-ASSESSMENT and EVALUATION

Training Methodology:

This interactive training course includes the following training methodologies as a percentage of the total tuition hours:

- 30% Lectures, Concepts, Role Play
- 70% Workshops & Work Presentations, Techniques, Based on Case Studies & Practical Exercises, Gamification, Software & General Discussions
- Pre and Post Test

Training Certificate(s):

CMCT Internationally recognized certificate(s) will be issued to each participant who completed the course.

Training Fees:

TBA as per the course location - This rate includes participant's manual, hand-outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Note: The 5% VAT (Value Added Tax), will be effective starting 01st of January 2018 as per the new regulation from the UAE Government. The VAT applies for all quotation both for local and abroad.

Training Timings:

Daily Timings:

07:45 - 08:00	Morning Coffee / Tea
08:00 - 10:00	First Session
10:00 - 10:20	Recess (Coffee/Tea/Snacks)
10:20 - 12:20	Second Session
12:20 - 13:00	Recess (Prayer Break & Lunch)
13:00 - 14:00	Last Session

For training registrations or in-house enquiries, please contact:
Aisha Relativo - Training & Career Development Manager
aisha@cmc-me.com / training@cmc-me.com
Tel.: +971 2 665 3945 or +971 2 643 6653 | Mob.: +971 52 2954615