Community Relations Management Training Course

Professional Development Training Course Outline

Category	General Training	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

Community Relations Management is a strategic discipline focused on building, sustaining, and optimizing meaningful relationships between organizations and the communities they serve. In today's hyper-connected world driven by stakeholder engagement, social impact, ESG compliance, reputation management, and corporate transparency, organizations are expected to go beyond traditional public relations and actively contribute to community development. Community Relations Management Training Course equips participants with advanced skills in community engagement strategy, conflict resolution, stakeholder mapping, CSR integration, and communication excellence to ensure long-term trust and social license to operate.

Modern organizations operate in an environment where brand trust, digital reputation, community empowerment, sustainability reporting, and inclusive engagement determine success. Effective community relations management enhances organizational credibility while reducing operational risks such as community resistance, misinformation, and social unrest. This program blends theory with real-world practice, enabling learners to design impactful community programs, manage crises, and implement sustainable engagement frameworks that align with global best practices in ESG, SDG alignment, participatory governance, and social impact leadership.

Programme Curriculum

Community Relations Management Training Course

Introduction

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Course Duration

5 days

Course Objectives

1. Master community engagement strategies for sustainable development
2. Develop expertise in stakeholder mapping and analysis
3. Apply ESG (Environmental, Social, Governance) principles in community programs
4. Strengthen corporate social responsibility (CSR) planning and execution
5. Build advanced skills in conflict resolution and grievance handling
6. Enhance reputation and brand trust management
7. Design impactful community development initiatives
8. Improve crisis communication and risk mitigation strategies
9. Implement inclusive participation and social equity frameworks
10. Strengthen digital community engagement and social media outreach
11. Align projects with UN Sustainable Development Goals (SDGs)
12. Develop monitoring and evaluation (M&E) systems for impact assessment
13. Build leadership capacity in multi-stakeholder collaboration and governance

Target Audience

1. Corporate Communications Managers
2. CSR and Sustainability Officers
3. Public Relations Professionals
4. NGO and Nonprofit Leaders
5. Government Community Development Officers
6. Project Managers in Development Agencies
7. Human Resource and Employee Relations Managers
8. Social Impact and ESG Consultants

Course Modules

Module 1: Foundations of Community Relations

- Understanding community ecosystems
- Evolution of community engagement
- Role of trust and transparency
- Social license to operate concepts

- Mapping local vs global communities
- **Case Study:** Mining company-community conflict resolution in West Africa

Module 2: Stakeholder Mapping & Analysis

- Identifying key stakeholders
- Power-interest grid techniques
- Influence and dependency mapping
- Community segmentation strategies
- Engagement prioritization models
- **Case Study:** Infrastructure project stakeholder mapping in Kenya

Module 3: CSR & ESG Integration

- CSR strategy development
- ESG compliance frameworks
- Sustainability reporting standards
- Ethical business practices
- Impact-driven CSR programs
- **Case Study:** Global tech company ESG transformation initiative

Module 4: Communication & Engagement Strategies

- Strategic communication planning
- Community dialogue facilitation
- Public participation models
- Digital engagement tools
- Messaging for diverse audiences
- **Case Study:** Government public participation success in urban planning

Module 5: Conflict Resolution & Crisis Management

- Sources of community conflict
- Negotiation and mediation techniques
- Early warning systems
- Crisis communication planning
- Risk mitigation frameworks
- **Case Study:** Oil spill crisis response and community reconciliation

Module 6: Community Development Planning

- Needs assessment methodologies
- Participatory development approaches
- Project design and implementation
- Resource mobilization strategies
- Sustainability planning
- **Case Study:** Rural education development project in South Asia

Module 7: Monitoring, Evaluation & Impact Assessment

- KPI development for community programs
- Social impact measurement tools

- Data collection techniques
- Reporting and accountability systems
- Continuous improvement cycles
- **Case Study:** NGO impact evaluation of health intervention programs

Module 8: Digital Community Relations & Innovation

- Social media community engagement
- Online reputation management
- Digital advocacy strategies
- AI and data analytics in engagement
- Virtual community platforms
- **Case Study:** Viral crisis management using social media analytics

Training Methodology

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com