



Strategic Communication Planning and Execution for Railway Organisations

PIK-0526 UK-LDN-2



Place	: London	Venue	: INDUSTRIOUS (1 and 2, 245 Hammersmith Road Floors, London W6 8PW) - TBC		
Start Date	: 04-05-2026	End Date	: 15-05-2026	PPP	: £5950



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**If you can't train them,
you can't blame them!**

Short Description:

This intensive two-week program is designed to equip Communication and Public Relations Directors in railway organisations with the strategic tools, frameworks, and leadership skills required to design and implement effective communication strategies. Participants will explore how communication aligns with corporate strategy, stakeholder expectations, and public accountability—especially in infrastructure-heavy, safety-critical sectors like railways. Through a blend of case studies, workshops, and applied exercises, the course emphasises real-world challenges such as crisis communication, government relations, digital transformation, and reputation management. By the end of the program, participants will have developed a comprehensive strategic communication plan tailored to railway operations, integrating both long-term vision and agile execution.

Course Overview:

Course Objectives

- Develop a strategic communication plan aligned with organisational goals.
- Strengthen stakeholder mapping and engagement strategies.
- Enhance crisis communication and reputation management capabilities.
- Integrate digital and media strategies into communication planning.
- Implement monitoring, evaluation, and continuous improvement frameworks.

Target Audience

- Communication Directors in railway or transport organisations.
- Public Relations and Corporate Affairs managers.
- Senior communication advisors in public infrastructure sectors.
- Government liaison and stakeholder engagement officers.
- Crisis communication and media relations professionals.
- Strategic planning managers with communication responsibilities.

Program Outline:

Week 1: Foundations of Strategic Communication Planning.

Week 2: Implementing and Evaluating Strategic Communication.

Week 1: Foundations of Strategic Communication Planning

DAY-1: Understanding Strategic Context in Railway Communication

- Role of communication in railway operations.

- Linking corporate strategy to communication strategy.
- Industry trends and regulatory environment.
- Communication challenges in public transport systems.
- Introduction to strategic planning frameworks.

DAY-2: Stakeholder Mapping and Engagement

- Identifying key stakeholders (government, passengers, media).
- Stakeholder analysis tools and power-interest grid.
- Building trust and transparency.
- Community and public engagement strategies.
- Managing internal stakeholders and employees.

DAY-3: Strategic Positioning and Messaging

- Defining organisational identity and narrative.
- Crafting key messages for diverse audiences.
- Brand positioning in public sector organisations.
- Aligning messaging across channels.
- Storytelling for infrastructure projects.

DAY-4: Media Relations and Digital Strategy

- Traditional vs digital media landscape.
- Building media relationships.
- Social media strategy and governance.
- Content planning and editorial calendars.
- Monitoring media and public sentiment.

DAY-5: Crisis Communication and Risk Management

- Identifying communication risks in railway operations.
- Crisis communication frameworks.
- Developing crisis response plans.
- Media handling during emergencies.
- Post-crisis reputation recovery.

Week 2: Implementing and Evaluating Strategic Communication

DAY-6: Strategic Planning Workshop

- Components of a strategic communication plan.
- Setting SMART communication objectives.
- Aligning with corporate KPIs.
- Budgeting and resource allocation.
- Group exercise: Drafting a strategy outline.

DAY-7: Implementation and Execution

- Translating strategy into action plans.
- Campaign planning and rollout.
- Cross-department coordination.
- Leadership and team management.
- Managing external agencies.

DAY-8: Monitoring and Evaluation

- Key performance indicators (KPIs).
- Tools for measuring communication impact.
- Data-driven decision making.
- Reporting and dashboards.
- Continuous improvement cycles.

DAY-9: Innovation and Digital Transformation

- Emerging technologies in communication.
- AI and automation in PR.
- Digital engagement platforms.
- Crisis simulation using digital tools.
- Future trends in railway communication.

DAY-10: Final Project and Presentation

- Finalising strategic communication plans.
- Group presentations.
- Peer and instructor feedback.
- Lessons learned and best practices.
- Action planning for real-world application.

Case-Study: Strategic Communication Transformation at Deutsche Bahn