

The AI-Era Communications Professional

Mastering Corporate Image, Reputation, Crisis
Communication, Executive Presence & Personal Branding

DATE

4 – 5 November 2026

TIME

9:00 AM – 2:00 PM

VENUE

5-Star Hotel, Kuwait

01 Program Overview

The communications landscape has fundamentally changed.

Organizations are no longer communicating through traditional media alone. Corporate reputation can be influenced within minutes through social media, digital platforms, influencers, AI-generated content, online conversations and rapidly evolving news cycles.

This program develops these capabilities through realistic media situations, crisis simulations, spokesperson exercises, writing challenges, social media exercises, group scenarios and AI-powered communication activities.

PROGRAM AIM

To equip media, PR and communications professionals with the modern skills required to protect and promote corporate reputation, communicate effectively in traditional and digital media, manage crises, represent organizations professionally, create high-impact content and build a credible personal brand in the AI era.

02 What You Will Learn

Corporate Image & Reputation

Build and protect a strong corporate image, develop a reputation strategy, and identify reputation risks before they become crises.

Crisis Communication

Communicate during organizational crises, develop crisis messages, and respond quickly without damaging reputation.

AI as a Communication Partner

Use AI for research, content and message development — and identify AI-generated misinformation, deepfakes and reputational risks.

Media Relations & Spokesperson Skills

Speak for the organization with clarity and credibility, manage media pressure, and handle difficult questions from journalists.

Writing & Content That Works

Write professional press releases, corporate statements and social media posts, and create engaging content for LinkedIn.

Personal Brand & Executive Presence

Build a credible professional presence online and align personal branding with corporate reputation.

03 What You Will Leave With

EVERY PARTICIPANT LEAVES WITH THE

AI-Era Communications Toolkit

Corporate Reputation Checklist

Reputation Risk Map

Corporate Message House

Key Message Template

Spokesperson Preparation Checklist

Difficult Questions Framework

Media Interview Preparation Sheet

30-Day Communication & Reputation Action Plan

Crisis Communication Checklist

Crisis Statement Template

Social Media Content Framework

AI Communication Prompt Toolkit

Personal Brand Audit

Personal Positioning Statement

Professional Social Media Plan

WHO IT IS FOR

Media professionals

Public relations professionals

Corporate communications teams

Government communications professionals

Marketing and communications officers

Social media managers

Public affairs professionals

Spokespersons

Executives and senior managers

Anyone responsible for representing an organization publicly

YOUR TRAINER

Leila Shahrour, PhD

Senior Consultant — Social Psychology, Behavioral Performance Management & Neuro-Leadership

A behavioral and communications consultant with international experience across Europe, Lebanon and the Gulf. She has served as image and communication consultant at the Ministry of Information in Kuwait and at Kuwait TV and OTV Lebanon, and has delivered leadership, media and

communication programs for organizations including KPC, NBK, ABK, Qatar Foundation and AUBMC. She is the author of eleven books on communication, persuasion, body language, media and psychology, and holds regional awards for performance management, training and public speaking.

TWO DAYS. ONE ROOM.

AI can write the message. Only you can be trusted to say it.

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Seats confirmed on registration

CONTACT US FOR ANY INQUIRIES

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SCAN TO REGISTER

