



MELANTRA ACADEMY LONDON

Global Media Workshops: Live from London

Training workshops designed to empower students to become communication professionals with a global outlook from Melantra Academy London

FOUR Workshops that will cover:

- Global PR - 5th July
- Global Corporate Communications - 11th July
- Global Content Creation - 18th July
- Global News and Television - 25th July

Melantra Academy London



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Corporate Communications: Shaping Reputation and Building Trust

An Introduction for UPG students



Matt Eastley
Senior Trainer



Rahul Joglekar
Senior Trainer



Shweta Rajpal Kohli
Special Guest





Global Corporate Communications workshop

- Equip students with global expertise by those who are working in the profession in the UK with global companies
- Bring an awareness of global standards to the classroom
- Be your guides as you take the next step of your career: the world of work or higher studies

Format: Interactive Q&A between Matt & Rahul. We would also encourage students to participate enthusiastically.



What is corporate communication?

Who are the key stakeholders of an organisation?





Corporate communications refers to the way in which businesses and organisations communicate with various internal and external audiences. These audiences commonly include:

- **Customers and potential customers**
- **Employees**
- **Top business leaders and investors**
- **The media and general public**
- **Government agencies and other third-party regulators**

Source: Northeastern University



Situation analysis

Who makes this happen?

● CEO message

CEO of a technology company wants his company to come to the office at least 3 days a week. How would he communicate it to the workforce and who would help him to make the message impactful and persuasive?

● Financial results

The company wants to release its financial results for the quarter to tell the market and its investors how much profit they made. How would a company do this?

● Trouble with the government

A taxi ridesharing company wants to do business in India. But the local taxis are up in arms because this will lead to a loss of business for them. They complain the government. How would the company resolve the situation?



Corporate Communication

“Every organisation has a voice — corporate comms decides how, when, to who and where it speaks and why”



Why it matters?

- Builds trust and credibility
- Shapes public perception
- Matches internal culture with external image



Functions

Function	Description	Example
Media Relations	Managing press and news	Press releases
Internal Comms	Engaging employees	CEO email
Crisis Communication	Responding to threats	Response to data breach
Public affairs and government relations	Policy influence	Lobbying
ESG/ Sustainability	Agenda setting in the area of sustainability	ESG reports



Media relations

Looked at it last time
In-house team



**Detailed view:
Internal Communication
“The story of the organisation”**



Key Objectives

- 🧭 Tell employees the story of the organisational vision and strategy
- 📢 Ensure transparent and timely information flow
- 🤝 Encourage employee engagement and collaboration
- 🚩 Support change

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Drew Clip 4_business case for internal comms

Rahul Joglekar



[Link](#)

Channels and Tools

Best Practices:

- Keep it clear, concise, and consistent
- Tailor messages to the audience
- Encourage two-way communication

 **Newsletters**

 **Town hall meetings**

 **Notice boards**

 **Intranet platforms (e.g. SharePoint)**

 **Messaging apps (e.g. Slack, Teams)**

 **Video updates and webinars**

 **Dashboards and internal blogs**



Why It Matters

Benefits of Strong Internal Communication:

- 🚀 Boosts employee morale and productivity
- 🧠 Reduces misinformation and confusion
- 🛡️ Enhances trust during crises or change
- 🎯 Aligns teams with strategic goals



Government Relations

Government relations involves managing an organisation's interactions with government bodies, policymakers, and regulatory agencies to influence public policy and protect business interests.



Objectives



Shape legislation and regulation that affects the organization



Build long-term relationships with government stakeholders



Advocate for favourable policy outcomes



Advice clients to ensure that they comply with legal and regulatory frameworks



Let's Welcome...Shweta Rajpal Kohli



- President & CEO, Startup Policy Forum – advocates for India's top startups
- 25+ years in public policy, media, VC, and tech
- Held senior roles at Peak XV, Salesforce, and Uber
- Former award-winning journalist covering global economic summits
- Honored with IVLP Fellowship, Chevening Scholarship, Ramnath Goenka Award
- Named in IMPACT's 50 Most Influential Women in Media
- Completed executive programs at Wharton, INSEAD, and Westminster



Crisis Communication

Crisis Public Relations is the strategic practice of managing an organization's communication during and after a disruptive or potentially damaging event. Its goal is to protect reputation, maintain stakeholder trust, and ensure transparency while navigating uncertainty.

● Preparation and Planning

- Develop a crisis communication plan in advance
- Identify potential risk scenarios and response teams
- Train spokespeople and prepare holding statements

● Transparency and Accountability

- Take ownership when appropriate; no deflecting blame
- Show empathy and communicate action that is being taken
- Align messaging across media, social platforms, and internal channels

● Speed with Accuracy

- Respond quickly to acknowledge the issue
- Share only verified facts—avoid speculation
- Timing is key: early silence can be more damaging than a misstep

● Recovery and Reflection

- Monitor media and public response continuously
- Debrief post-crisis to identify lessons and improve protocols
- Repair trust through consistent action and open dialogue



CSR/ Sustainability team

- Shapes ESG strategy aligned with business goals
- Reduces environmental impact through energy, waste, and emissions initiatives
- Champions social equity via DEI programs and ethical labor practices
- Ensures governance & compliance with ESG regulations and reporting standards
- Engages stakeholders—investors, customers, and communities—with transparency



Scenarios/Role Plays



01 AI replacing marketing department

You are the internal communications manager working with the CEO of a cola company. You want to share some news with your employees: AI will be doing a majority of the what the marketing team used to do. This will lead to jobs being lost. Write a company memo about this. Write it in a word document and email it.

02 CEO Electrical vehicle

You have had to recall many electrical vehicles from the market due to faults. Journalists are calling you in the press team. What would be your statement? Write it on one slide and email.

03 Government tells water charity to pay higher tax

NGOs have been asked to pay higher taxes. What will you do if you are in the government relations department? 1 slide.

04 Mumbai metro extending line into a new area

Make a list of stakeholders who you will need to engage with and what will you tell them?



Team Presentations

Send your projects to:
rahul.joglekar@melantramedia.co.uk

