



Arabian Institute For Training

Corporate Communications Redefined

INTRODUCTION

- This “Corporate Communications Redefined” is designed help practitioners align communications strategy to organizational imperatives and move from focussing on tactics to developing and implementation communications strategy. It will take the practitioner along the journey from research and planning to programme implementation while recognizing the importance of corporate communications in delivering on corporate objectives.
- Additionally, it will demonstrate the importance of Measurement and Evaluation as key starting points for maximizing both strategies and tactics in corporate communications.

This training seminar will focus attention on:

- Aligning Communications and Organizational Goals
- Identifying and Strengthening Internal Gaps
- Implementation Strategy
- Measurement and Evaluation
- Designing the Next Iteration

OBJECTIVES

The objectives of this training programme are:

- To sharpen the focus on Strategic Communications as a corporate enabler
- To refine the organization’s Measurement and Evaluation Strategy
- To help participants tweak their “Big Picture” strategies.
- To provide an opportunity for skills upgrade where necessary
- To help participants re-position their Future Strategy and Implementation

At the end of this training seminar, you will learn to:

- Recreate or Create your Communications Plan to focus on Strategic Communication
 - Develop strategies which include a measurement and evaluation as key deliverables
 - Align communications with the strategic priorities of the organization
 - Review the latest thinking on Strategic Communications
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TRAINING METHODOLOGY

- It is widely accepted that adult learners move from being subject centred to being problem centred. As a result, the methodologies to be utilized in this intervention will include:
- Lectures
- Case studies via written submissions, podcasts or videos
- Role plays
- Journaling and reflective reports
- Activities will also be based towards experimentation and analysis of live cases and therefore rely heavily on activity based group work.

ORGANISATIONAL IMPACT

Your company will benefit in the following ways:

- Strengthen internal and external alignment between strategy and communications
- Improve your ability to micro target your communications
- Achieve a greater understanding of measurable outcomes
- Improved decision making

PERSONAL IMPACT

The personal benefits to be derived from attending this training programme include the following:

- Greater understanding of how to align Strategic Communications to corporate objectives
- Greater comfort with Measurement and Evaluation as a corporate tool
- Improved understanding of how to target specific audiences and assess outcomes
- Improved ability to take advantage of cross functional communications objectives

WHO SHOULD ATTEND?

This training course is suitable to a focused group of communicators in the corporate communications industry and participation is encouraged from:

- Public Relations Officers & or Team Leads / Managers
 - Corporate Communications Practitioners & or Team Leads / Managers
 - Public Relations / Public Affairs & or Team Leads / Managers
 - Marketing Officers & or Team Leads / Managers
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Course Outline

Aligning Communications and Organizational Strategy

- What's our WHY?
- Issues, Risks & Crisis Evaluation
- The Competitive Environment
- Integrating the Communications Spend
- Alignment of the Communications Strategy

Identifying and Strengthening Internal Gaps

- Rethinking the Internal Mandate
- Reducing the Gaps
- Cross Cutting Implementation Strategies
- The Communications Plan
- Taking Stock of Performance

Implementation Strategy

- Developing the Master Plan
- Matching Scenarios to Audiences
- Prototyping the Solutions
- The Socializing Process
- Audience Centred Engagement Strategies

Measurement and Evaluation

- Identifying the Needles to Move
- Back of the Envelope Evaluation
- Deep Dive Evaluation
- Strategy Driven by Feedback
- Assessing the Impact

Designing the Next Iteration

- Developing the Message Strategy
 - Identifying an Adoption Strategy
 - Aligning with Change Makers
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