



Arabian Institute For Training

Mastering Corporate Communications

INTRODUCTION

- This Mastering Corporate Communications training seminar is designed to help Communications, PR and Marketing professionals to audit their current practice and measure its effectiveness in a changing marketplace. Since the Cluetrain Manifesto predicted changes in the way that markets and consumers would behave, communications/PR and marketing have converged. A host of new channels and tools have overtaken much of the mass media that we used to deal with, yet many organisations have hardly changed their approach.
- This training course will help practitioners to rethink the way they practice Public Relations, Corporate Communications and Marketing. The toolkit of skills learned during the course will help increase participants' ability to meet and exceed corporate objectives.
- This training seminar will highlight:
 - The New Rules of Marketing and Communications
 - The changing roles of communications and marketing professionals
 - The Use of Social Media to Reach Specific Target Audiences
 - How to Create Content that engages attention and makes readers return
 - The increasing use of video and audio and ways to produce low-cost content

OBJECTIVES

This training programme will enable participants to:

- Develop content that showcases why you are the choice for your potential customers
- Build your company personality to help engage with your key audiences
- Achieve measurable results such as donations, purchases, or subscriptions
- Measure your results including influencer mentions, product inquiries, and sales
- Create a Communications Plan
- Develop audience centred stakeholder maps

TRAINING METHODOLOGY

- This training is an intensive, updating training course illustrated throughout with practical examples. It is highly activity-based and uses group work extensively alongside case-studies, demonstrations, lectures and videos. It focuses on strategic insight, practitioner skills, tools and techniques for the effective management of these important business functions.
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ORGANISATIONAL IMPACT

Your company will benefit in the following ways:

- Optimise your communication spend using new media approaches
- Improved communication targeting strategies
- Achieve greater audience engagement and response
- Having access to richer social media and traditional content
- Expand the network of communication champions among staff and other stakeholders

PERSONAL IMPACT

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

- Greater understanding of the changing media landscape
- Improved ability to target specific audiences and assess outcomes
- Greater understanding of how to optimise media presence
- Improved writing skills
- Improved skills in creating new approaches and content

WHO SHOULD ATTEND?

This training course is suitable to a wide range of professionals in communication and marketing but will greatly benefit:

- Corporate Communications Practitioners / Managers
- Public Relations Officers / Managers
- Marketing Officers & or Managers

Course Outline

The New Rules of Marketing and Communications

- The Digital Revolution and Today's Media Environment
 - The Revolution in Consumer Behavior
 - The Psychology of Persuasion
 - Public Relations, Communications and Marketing Trends
 - Key Skills for Communicators and Marketers
 - A Problem-solving Approach to Communications
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Stakeholders, Segmentation and Personas

- Stakeholder Analysis and Mapping
- Segmenting Your Audiences
- Creating Audience Personas
- Connecting with Stakeholders – multi-channel communications
- Personalisation
- Communications and Customer Journeys

Convergence of Social and Traditional Media

- Influencer Marketing
- Champions and Opinion Formers
- Thought Leadership and Blogging
- Search Engine Marketing
- Use Experience
- Integrated Media Relations

Creating Content that Works

- Creating a Message House
- Storytelling and Identity
- Corporate Identity, Tone and Style
- Content Calendars and Evergreen Content
- Videography and Viral Content
- Podcasting as Marketing

Evaluation, Analysis, Planning and Strategy

- Output - Out-take and Outcomes - a systematic approach to evaluation
 - The Planning Cycle
 - Evidence-based Analysis
 - The Placemat Approach to Strategy
 - Planning and Corporate Strategy
 - SMART Objectives and KPIs
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