



Get in Touch:

P.O. Box 34970 Dubai, United Arab Emirates
Tel. No.: +971 4 2941288 Fax: +971 4 2941228
Email: ts@teampower.ae
www.tpidubai.com | www.strategictalk.com

Team Power International
Where Your Winning Future Begins



**LEADERS IN APPLIED
INTERACTIVE TRAINING**

MCO1E



**In-House
Training**

STRATEGIC COMMUNICATION

The Art of Persuasion: principles and practices of strategic communications



OVERVIEW

This training program is aimed to equip senior and mid-level executives in the field of communications, in public and private sectors, with the right set of skills that will enable them to proactively communicate with their target audience to deliver key messages, through appropriate channels, that will lead them to achieve their intended communications goals.

During this workshop, participants will have the opportunity to practice and experiment with some of the concepts and apply them in the workshop to their own organization. Attendees of the course will learn the planning process of strategic communication programs and the implementation phase.



PRIMARY OBJECTIVES & BENEFITS

This workshop is designed to:

1. Enhance participants' skills to identify critical issues and analyze current situations.
2. Enable participants to set and identify communication priorities.
3. Develop the skills to identify key stakeholders and target audiences.
4. Equip participants with the right tools and systems for effective strategic communications.
5. Enable participants to create message framework for every issue that arises within their respective organizations.
6. Help the participants to facilitate the process of developing strategic communication plans with clear goals.



WHO SHOULD ATTEND?

C-Suite Executives, Heads of Departments, and Managers responsible for: Government Communication, Corporate Communications, Public Relations, Media Relations, Online Communications, Investor Relations, Internal Communications, Marketing, Stakeholder Engagement & Management, Branding, Community Relations, CSR



MCO1E

STRATEGIC COMMUNICATION

The Art of Persuasion: principles and practices of strategic communications

Module 1 - Traditional Vs. Strategic Communications

- Communications - Definition
- Communication components
- Overarching communications objectives
- Six senses of communications
- Communications outputs
- Traditional communications approach
- The 3 C's of communications
- Strategic communications approach/process

Module 2 - Target Audiences

- Target audience - definition
- Target audience - categories
- Developing stakeholders map
- Stakeholders' participation
- Stakeholders analysis

Module 3 - Identifying Key Messages

- Characteristics of good messages
- Phases of understanding a key message
- Message Framework
- Message/Audience matrix
- Messaging house

Module 4 - Communication Tools

- Identify the right communication tool
- Writing a Press releases
- Importance of Spokespeople
- Conducting Media interviews
- Effective Media relations
- Organizing Press Conferences/Events/ Strategic Campaigns

Module 5 - Communication Channels

- Conventional media channels (TV, Radio)
- Social Media platforms
- Direct stakeholders engagement
- Newsletters/Exhibitions/Visits/Publications
- Entity's website

Module 6 - Internal Communications

- Importance of internal communications
- Internal communications tools and channels
- Employee engagement activities
- Developing an internal communications strategy

Module 7 - Strategic Communications - Action Plan

- Practical implementation (team work)
- Planning tools (i.e. Grant Chart)
- Selecting activities, tactics and KPIs
- Developing an action plan
- Review and wrap up the program

PROGRAM HIGHLIGHT

Duration: 3 days
Date: To be Agreed with the Client Organization
Timing: 8:30 am to 2:30 pm daily
Venue: Suitable & fully equipped venue (to be provided by Customer)
Notice required: 10 working days

Language: English or Arabic
Material: Participants will be provided with high quality handouts
Certificates: Certificates of Achievement shall be provided to participants upon successful attendance of the training program
Fees: Inclusive of facilitator's fees, materials and certificates