

The keys to corporate communication

Hands-on course of 2 days - 14h

Ref.: CLO - Price 2024: CHF1 490 (excl. taxes)

EDUCATIONAL OBJECTIVES

At the end of the training, the trainee will be able to:

- Understand the tasks and issues of the communication function within your company
- Build a strategy and create your communication plan
- Define an editorial strategy for your public and internal websites
- Write a clear, impactful message on any communication medium
- Master crisis communication
- Measure and evaluate your communication actions

THE PROGRAMME

last updated: 01/2018

1) Identifying the tasks and challenges of the communication function

- Defining the function's scope.
- Listing internal and external clients.
- Knowing what steps are essential and points to watch.

Hands-on work : Hands-on work Map internal and external clients. Introduction and discussions.

2) Building your strategy and communication plan

- Writing a report of existing communication.
- Strengths and weaknesses, risks and opportunities.
- Defining objectives based on priority audiences.
- Creating an action plan, presenting it, and tracking it.

Hands-on work : Hands-on work Assess what exists and define your company's priority communication objectives. Build your action plan. Discussions.

3) Mastering specific techniques and communication materials

- Overview of different materials.
- Making the right choices based on strategy.
- Media relations.

Hands-on work : Hands-on work Assess existing materials in your company and their impact.

4) Writing communication materials

- Knowing the readability rules.
- Building an essential message
- Telling apart information and promotion.

Hands-on work : Hands-on work Define and write an essential message based on a press release. Presentation and debriefing.

5) Hosting an Intranet site and website

- Defining an editorial policy.
- Arranging the management of the sites.

Hands-on work : Hands-on work Define your editorial policy.

TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@ORSYS.fr to review your request and its feasibility.

6) Writing essential messages

- Defining issues, objectives, and target audiences.
- Understanding different forms of writing.
- Evaluating the relevance, clarity, and impact of the messages.

Hands-on work : Hands-on work Write essential messages based on a given topic. Study the impact on the target audience.

7) Mastering crisis communication

- Identifying different types of crisis.
- Knowing the rules to follow and the pitfalls to avoid.
- Building an information and communication plan.

Hands-on work : Hands-on work Analyze crisis cases and how to handle them.

8) Building scorecards

- Defining relevant measurement indicators.
- Conducting a readership survey and developing media relations.

Hands-on work : Hands-on work Creating a scorecard.

DATES

REMOTE CLASS

2024 : 05 Sep, 28 Nov