

Hands-on course , 2
day(s)
Ref : CLO

Participants

Executives occasionally responsible for internal and external communications, employees of Communication departments, HR or training executives.

Pre-requisites

No particular knowledge.

Next sessions

The keys to corporate communication

Corporate communication makes it possible to distribute strategic information to employees and outsiders. During this course, you'll understand what communication medium to choose based on your objectives and how to manage your intranet and your website.

OBJECTIVES

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

1) Identifying the tasks and challenges of the communication function

2) Building your strategy and communication plan

3) Mastering specific techniques and communication materials

4) Writing communication materials

5) Hosting an Intranet site and website

6) Writing essential messages

7) Mastering crisis communication

8) Building scorecards

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.

Workshop

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.

Workshop

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.

Workshop

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.

Workshop

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.

Workshop

Hands-on work Define your editorial policy.

6) Writing essential messages

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

Workshop

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.

Workshop

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.

Workshop

Hands-on work Creating a scorecard.