

An Intensive 5-Day Training Seminar On

Managing and Leading Strategic Communication

Public Relations, Marketing and Internal Communication


07 - 11 Feb 2021, Dubai

07 - 11 Jun 2021, Dubai

05 - 09 Jul 2021, London

06 - 10 Dec 2021, Bangkok



 [View Details](#)

Managing and Leading Strategic Communication

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INTRODUCTION

Professionals have a strategic role in leading communications with stakeholders both inside and outside their organisation. It is they who ensure stakeholders understand their vision of the future and who motivate and coordinate the behaviours that lead to transformation.

Gaining understanding and commitment to the effort required to take an organisation or team in a new direction is never easy. Even experienced leaders in well-known companies make mistakes, under-communicating, sending inconsistent messages, or failing to explain clearly. This EuroMaTech training course explores solutions to the communications challenges leaders currently face.

Participants will develop the following competencies:

- Clarity in explaining vision and change simply so their messages are understood, believed and acted upon
- Story telling using the power of metaphors and analogies to explain complicated ideas quickly and with impact so audiences remember them
- Crafting communication strategies that underpin and strengthen business objectives
- Engaging and empowering employees so there is a shared sense of purpose and teams commit to the vision and high performance

PROGRAMME OBJECTIVES

This Managing and Leading Strategic Communication training course aims to enable participants to achieve the following objectives:

- Improve stakeholder engagement and relationship building skills
- Assess brand and reputation, ensuring they are consistent, understood and valued by stakeholders
- Develop shared understanding of organisational mission, vision, values and business objectives
- Use communication activities to win employees' understanding of and commitment to change and transformation
- Effectively guide team members and PR professionals in developing communication strategies and plans that support business objectives

WHO SHOULD ATTEND?

- Professionals and leaders who wish to learn more about the communication challenges currently facing their organisations and improve management of communications within their teams

TRAINING METHODOLOGY

The Managing and Leading Strategic Communication training course combines presentations with interactive practical exercises, supported by video materials, activities and case studies. Participants are encouraged to reflect on and discuss their own professional issues and experiences.

PROGRAMME SUMMARY

This EuroMaTech training course looks at current issues facing leaders, providing a forum to discuss latest thinking and best practices. It emphasises the essential communication skills needed to lead organisations today, both relational and technical. Additionally, the training course develops skills in using emerging communication tools and techniques from successful companies. Participants will also discuss research from renowned think tanks and consultancies, asking how conclusions relate to their own organisations.

PROGRAM OUTLINE

DAY 01

Leading Communications

- Relational leadership: influencing and inspiring through relationships
- Building trust & credibility: integrity, likeability & perceived expertise
- Guiding stakeholder communications: interpreting strategic issues & providing strategic guidance
- Inspiring, influencing and persuading through storytelling
- Focus on the triple bottom line: economic, environmental & social performance

DAY 02

Communicating during Change

- Ethos and desire: communicating compelling visions that change corporate culture
- Walk the walk, talk the talk: the leader's role during change
- Commitment from senior managers: creating a coalition of committed communicators
- Transparent communications & reputation risk management

DAY 03

Focusing Communication Efforts

- Aligning communications strategy with business objectives
- Structuring communications to support a high-performance culture
- Delivering real benefits from communications: engaged audiences, effective organisation, improved productivity
- Managing resources efficiently: people, technology & budgets

DAY 04

Engaging Employees

- Engaging & empowering employees: effective communications within organisations
- Turning managers into effective communicators: capabilities, core competencies and performance
- Engaging hard to reach employees: call centres, remote offices, field engineers, sales people
- Helping new employees settle in and feel part of the organisation

DAY 05

Brand Management

- Corporate identity, image & reputation, vision, mission & values
- Building competitive advantage and business through branding
- Sharing the investment story: Investor relations and financial PR
- The leader's communication role during crises
- Developing a personal action plan

IN-HOUSE TRAINING

EuroMaTech is capable of conducting this training programme exclusively for your delegates. Please e-mail us on inhouse@euromatech.ae for further information and/or to receive a comprehensive proposal.

QUALITY CERTIFICATIONS & ACCREDITATIONS

EuroMaTech is proud to be associated with the following accreditation bodies:



The PMI® Registered Education Provider logo is a registered mark of the Project Management Institute, Inc.

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✓	Date	Venue	Fee(\$)
	07 - 11 Feb 2021	Dubai	US\$4,950
	07 - 11 Jun 2021	Dubai	US\$4,950
	05 - 09 Jul 2021	London	US\$5,950
	06 - 10 Dec 2021	Bangkok	US\$5,950

*This fee is inclusive of instruction materials, documentation, lunch, coffee/tea breaks & snack. All Fees are subject to 5% Value Added Tax (VAT).**

Your Details

Name (Mr/Ms):.....
Position:..... Organisation:.....
Address:.....
.....
City / Country:
Telephone / Fax:

Mode Of Payment

- Please find enclosed a cheque made payable to EuroMaTech
 Please invoice me
 Please invoice my company as follows:

Contact Name:
Company Name:
Address:.....

Documentation

High Quality material has been prepared by the Seminar Leader for distribution to delegates. In addition, a special note pad to facilitate note taking will be provided.

Certificates

A Certificate of Completion will be issued to those who attend & successfully complete the programme.

Schedule

Our Course timings commences at 08:30 and concludes at 14:00, followed by lunch on a daily basis.

Hotel Accommodation

EuroMaTech has negotiated special rates for a limited number of rooms in the hotel. Early registration will help to secure a room at the reduced rate.

Registration & Payment

Please complete the registration form on this page & return it to us indicating your preferred mode of payment. For Further Information, Contact Your Nearest EuroMaTech Office.

Cancellation Policy

Request for seminar cancellation must be made in writing & received at EuroMaTech three weeks prior to the seminar date. A U.S.\$250/- processing fee will be charged per delegate for each cancellation. Thereafter, we regret that we are unable to refund any fees due, although in such cases we would be happy to welcome a colleague who would substitute for you.

Disclaimer

EuroMaTech reserves the right to alter the content, location of the Seminar, or the identity of the speakers in case of events beyond our control.

***VAT Announcement:** The Government of UAE have introduced Value Added Tax (VAT) on goods and services from 01-January-2018. In compliance with the legislation issued by the UAE Government, we will be applying a 5% VAT on the fees for all our programs and services offered from January 2018 as applicable and stipulated in the FTA circulars.

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