

## Managing Strategic Communications

For many organisations, success depends on the ability to influence others – whether this involves having a good quality marketing plan that will result in product sales, or whether it’s a communications and advocacy plan that will persuade others to implement your important goals. This workshop provides practical tools for developing strategic communications plans and clarifying your message and then moves on to develop both written and verbal communications skills, including media training.

### Overview

<b>Type of Learning:</b>	Workshop
<b>Suitable for:</b>	Suitable for Senior Managers and/or Marketing & Communications specialists who need to develop their organisation’s communications strategy
<b>Duration:</b>	3 days
<b>Key Question:</b>	How can we generate increases awareness of our organization/offerings and communicate in a more meaningful and effective manner?
<b>Expected Outcomes:</b>	A deeper understanding of how marketing/communications strategies can help you achieve your goals as well as practical advice that can be implemented immediately to improve the effectiveness of your public relations, advocacy, marketing and communications programs. Templates for strategic plans and guidelines will be provided for each session and can be completed with the consultant after the workshop if requested.
<b>Content Information:</b>	<p>The Communications Workshop consists of the following sessions, which build off one another:</p> <ul style="list-style-type: none"> <li>➤ <b>Strategic Communications Plans:</b> Why you need one, what it looks like and how to create one.</li> <li>➤ <b>Positioning Statement &amp; Core Message Development:</b> This interactive session will take participants through the steps needed to develop their organisation’s positioning statement along with core messages about their organisation.</li> </ul>

- **Stakeholder Message Development:** This session will take participants through the steps they need to take to develop targeted key messages for specific audiences (i.e. partners, clients, donors, the government, etc.)
- **Presentation Skills/Media Training:** How to effectively engage with key stakeholders in any situation.
- **Advocacy Campaigns:** Influencing policy makers and educating communities.
- **How to make the most out of your Website:** This session will look at Web sites that work and Web sites that don't and provide participants with practical steps for making their Web sites more interesting and relevant to the audiences that visit your Web sites the most.
- **E-Newsletter Essentials:** This session will offer evidence-based advice for creating a killer e-newsletter.
- **Social Media Strategies:** How to get the most out of social media (and other inexpensive and creative tools) and developing a social media strategy.

Other Information:

## Contact Us

For further information about this solution, or to receive a formal proposal, please contact [info@theleadershipteam.org](mailto:info@theleadershipteam.org)