



International School of Communication

<https://www.isoc.com/internal-communications-course>

Internal Communications

Face to Face	ISOC London or Dubai
Live Online	ISOC Studio via Zoom
Contact	training@isoc.com
Price	\$1390 +VAT
Duration	two days
Dates	isoc.com

**SHORT COURSES
FOR PROFESSIONALS**

Internal Communications



Course overview

This practical Internal Communications training course covers employee communications from A to Z. You will learn to design sophisticated internal communication strategies, plans and campaigns. Topics include change management and best practice on how to communicate with employees in times of uncertainty or crisis.

You can join us either face to face or live online. The classroom version runs in London and Dubai as a two-day course. The online version is divided into four half-days and hosted live on Zoom from the ISOC studio.

Dates and booking:

<https://www.isoc.com/internal-communications-course>

LEARNING OUTCOMES

After this course, you will be able to:

- Define and articulate the strategic principles, aims and rationale for internal communications
- Create an internal communication strategy for your organisation
- Design organisational systems and a practical action plan for internal communication
- Deploy internal communication across all of the key channels and platforms using a toolbox of techniques
- Support and engage employees in times of uncertainty or during a crisis
- Successfully measure the impact of internal communications

Who should attend?

This is an intermediate course designed for learners with existing knowledge and several years of experience in communications and/or PR. Learning is pitched at a level to help you develop strategic approaches and apply sophisticated techniques.

This course is recommended for managers, executives, communication and PR professionals required to design, manage or evaluate internal communications strategies, campaigns or activities.

Course agenda



Strategic role of internal communication

This module explores and defines the core principles, aims, organisational models and concepts that underlie practical and strategic internal communications.

- Strategic goals and objectives of internal communication
- The business case for internal communication
- Golden rules of effective internal communications
- Essential reasons to engage your workforce
- Organisational models for internal communications

Internal communication strategy and planning

This module covers how to create an internal communication strategy complete with organisational systems and a practical action plan.

- The IC strategy framework and planning cycle
- Understanding your audience
- Defining your messages
- Selecting your channels
- Business ownership for internal communications and the profile of the IC specialist

Internal communication tools and channels

This module looks at how to select and deploy the right channels and tools for internal communications.

- Auditing and selecting the right channels
- Trends in internal communications
- Technology and collaboration tools
- The use of social media for internal communication
- The importance of the information cascade

Internal communication campaigns

This module covers international best practice for effective and creative internal communication campaigns.

- Creating effective and creative internal communication campaigns
- The creative thinking process and toolbox
- Showcase of international best practice campaigns
- How to add creativity to your own IC campaigns



Training at ISOC



About ISOC

The International School of Communication is a private institution of higher learning.

We run training centres in London and Dubai and also train in-house for clients in more than 75 countries.

ISOC has been delivering specialist courses on communication for more than 15 years. We work for public and private organisations of all sizes, including blue-chip companies and national governments.

We are inspected and accredited by two UK government-regulated training authorities: Pearson Edexcel and the British Accreditation Council (BAC).

WHAT TO EXPECT

Learning at ISOC is fun, stimulating and effective

- Classes are based on interactive learning not lectures
- Training is built on real-world skills, not abstract theory
- Courses are short and intensive, designed for busy professionals
- Content is updated to continually to reflect innovations in best practice
- ISOC Accredited Trainer Programme faculty are top industry professionals, not academics

ISOC courses are fun, stimulating, interesting, and designed around practical skills that you can put to work straight away



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