

isoc.com/ESG-training-course

ESG Strategy and Communication

Face to Face	ISOC London or Dubai (two days) \$1390 +VAT
Live Online	ISOC Studio via Zoom (two half-days) \$695
Contact	training@isoc.com
Dates	isoc.com



**SHORT COURSES
FOR PROFESSIONALS**

ESG Strategy and Communication



Course overview

This short course covers how to build effective Environmental, Social and Governance strategies and communicate effectively with stakeholders about ESG and CSR. You will learn practical frameworks for embedding responsible and sustainable practice in business and communications. Topics include stakeholders, messages, omnichannel ESG campaigns and employee engagement.

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 compressed into two half-days and hosted live on Zoom from the ISOC studio.

Dates and booking:

<https://www.isoc.com/ESG-training-course>

LEARNING OUTCOMES

After this course, you will be able to:

- Articulate sound approaches to ESG issues
- Quantify long-term practical and reputational benefits of ESG for your organisation
- Assess the PR risks and opportunities attached to ESG
- Define the fundamentals of good ESG communications
- Design and implement a ESG strategy for your organisation
- Plan effective community and employee engagement programmes and campaigns
- Leverage the results of ESG activity through effective communication
- Articulate and justify the rationale for your ESG programme

Who should attend?

This is an intermediate-level course designed for learners with existing knowledge and several years of experience in management, HR, communications 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 CSR strategies, campaigns or activities.

Course agenda



Introduction to ESG Strategy and Communication

This module covers the principles and rationale for ESG and approaches that you can use to develop an effective strategy for your own organisation.

- Understanding the concept and context of ESG and its growing role and significance in organisations
- Exploring the role of corporate communications in an organisation's ESG strategy and initiatives
- Overview of key concepts, components and terminology in ESG strategy and communication

ESG Strategy and Reporting Frameworks

This module covers how to approach ESG strategy design and practical options for how to structure an ESG strategy.

- Introduction to global ESG strategy and reporting frameworks
- Understanding ESG reporting requirements and guidelines
- Case studies on effective ESG strategy and reporting

Audience Segmentation

This module covers how to identify, group and prioritise the groups of internal and external stakeholders involved in or affected by the ESG strategy.

- Identifying key stakeholders and their expectations related to ESG
- Developing strategies for effective stakeholder engagement in ESG communication
- Audience - message matrix

ESG Messaging

This module covers how to generate and deploy effective positioning and narratives to ensure consistency around ESG topics.

- Crafting compelling narratives around ESG strategy, goals, initiatives and achievements
- Developing a key message framework
- Effective communication techniques for complex and nuanced ESG topics



Course agenda



Omnichannel Communications for ESG

This module covers how to select, coordinate and integrate the most effective and powerful communication channels for your ESG strategy or campaign.

- Exploring various communication channels
- Creating integrated communication campaigns to maximize ESG impact
- Leveraging technology for effective ESG communication

Monitoring, Measurement and Evaluation

This module covers how to define appropriate goals, objectives and metrics for ESG activities and communication about them in order to measure what is working and why.

- Establishing metrics and KPIs for evaluating the effectiveness of ESG communication
- Monitoring and measuring the impact of ESG initiatives
- Strategies for continuous improvement and adapting to changing ESG landscape

Internal Communications Around ESG

This module covers how to engage, educate and motivate employees around your organisation's ESG vision.

- Embedding ESG strategy into the company culture, mission, vision and values
- Effective leadership engagement
- Fostering employee volunteerism

ESG Case Studies

- This module examines and draws practical lessons from a set of topical examples of ESG strategy and communication in practice.



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



International School of Communication

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