International School of Communication

www.isoc.com/communication-strategy-course

Advanced Communication Strategy

Face to Face	ISOC London or Dubai
Live Online	ISOC Studio via Zoom
Contact	training@isoc.com
Price	$695 +VAT
Duration	One day
Dates	isoc.com

SHORT COURSES FOR PROFESSIONALS

Advanced Communication Strategy

Course overview

This two-part live online communication strategy course is a masterclass for PR professionals. You will learn to research, design and justify a rigorous communication strategy. Topics include evidence based targeting, strategy alignment, and securing buy-in.

You can join us either face to face or live online. The classroom version runs in London and Dubai as a one-day course. The online version is divided into two half-days and hosted live on Zoom from the ISOC studio, normally Wednesday-Thursday at 1000-1400 London time.

Dates and booking: isoc.com

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LEARNING OUTCOMES

After this course, you will be able to:

- Design and develop a sophisticated communication strategy
- Design and conduct objective research for a communication strategy
- Use data and evidence to properly target a communication strategy
- Integrate communication strategy with organisational goals
- Present and justify a communication strategy persuasively to top management

Who should attend?

This is an advanced-level course designed for learners in senior roles, aspiring to mastery and innovation. Learning is pitched at a level to help you to synthesise best practice and direct strategic implementation.

This course is recommended for PR managers and directors who need to develop or manage complex and multifaceted PR strategies; and agency professionals responsible for creating comprehensive and detailed PR strategies for clients.

Course agenda

Strategy frameworks

This module covers how to design and develop a PR strategy using systematic processes.

- Communication strategy best practice and success factors
- Making strategy clear, simple and practical
- Step-by-step processes for creating a communication strategy
- Practical workshop

Evidence-based communication

This module covers how to use objective research techniques to create a properly targeted communication strategy.

- Qualitative communication research: interviews, focus groups, observation
- Analysing and assimilating stakeholder research
- Quantitative communication research: content analysis, surveys, polling
- Setting evidence-based communication goals and key performance indicators (KPIs)

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Defining objectives

This module covers specialised techniques for developing complex PR strategies.

- Integrating communication with organisational strategy
- Aligning communication goals with business goals
- Evaluating which issues communication should target
- Defining values, personality and voice

Securing buy-in

This module covers how to get management support for ambitious PR strategies.

- Working with management to empower the communications function
- Communication and the Board: managing a charged relationship
- Presenting communication in the language of management
- Working with other departments and securing their support

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).

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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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