



International School of Communication

isoc.com/communication-strategy-training

Communication Strategy Design and Development

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

Communication Strategy Design and Development



Course overview

This communication strategy training course is a recipe for PR strategy design. You will learn a practical system for building a clear and well integrated PR strategy. Topics include strategy frameworks, goals, objectives, stakeholders and channels.

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.

Dates and booking:

<https://www.isoc.com/communication-strategy-training>

LEARNING OUTCOMES

After this course, you will be able to:

- Analyse, map and prioritise your organisation's stakeholders
- Select the most effective communication channels for your messages
- Conduct a communications audit and situation analysis for your organisation
- Compose effective messages and positioning for your organisation
- Define appropriate communications goals and objectives
- Bring it all together in a clear, concise, integrated communication strategy

Who should attend?

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

This course is recommended for communication professionals up to manager or director level, either agency or in-house, who may be required to create or supervise a communication strategy for their own organisation or for a client.

Course agenda



Communication strategy

This module covers the guiding principles that underlie every strong communications and PR strategy.

- Guiding ideas, principles, issues and concepts for communication strategy design
- Using communication to manage reputation
- Using communication to influence stakeholders and behaviour
- Approaches and models for communication strategy development
- Checklists and processes

Stakeholder mapping

This module presents clear tools and methodologies that you can use to ensure that your communication strategy targets key audience groups effectively.

- Concepts and definitions
- Identifying, grouping and prioritising stakeholders
- Stakeholder mapping
- Audience segmentation

Channels and tactics

This module reviews the range and applications of communication channels available and best practice for their application.

- Types of communication channel
- PR tactics: strengths, weaknesses and applications
- Creating a channel strategy: targeting channels for stakeholders
- Channel segmentation

Positioning and messages

This module covers how to focus and distil complex or nuanced ideas into simple, strong and clear messages that resonate with stakeholders.

- Message development
- Strategic positioning
- Proof points: hard and soft evidence
- Messages in action



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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