



About  
ISOC

**SHORT COURSES  
FOR PROFESSIONALS**

# All kinds of communication skills

## **SPECIALIST PR SKILLS**

---

for communication professionals

## **MEDIA TRAINING**

---

for spokespeople

## **PRESENTATION SKILLS**

---

for public speaking

## **EXECUTIVE COMMUNICATION SKILLS**

---

for managers and leaders

## **WORKPLACE COMMUNICATION SKILLS**

---

for interpersonal excellence

## **CRISIS COMMUNICATION SKILLS**

---

for reputation management



**We provide short courses  
for professionals on all  
kinds of communication  
skills**

# Who trains with ISOC?



## Communication training for professionals

We train for all types of organisations, from start-ups to multinationals, from NGOs to institutions and from local to national governments. We work in more than 75 countries and across all economic sectors. We work with professionals and communicators at all levels:

- In-house and agency comms and PR professionals
- Executives and managers including CEOs and VPs
- Politicians including MPs and ministers
- Academics, doctors, researchers, scientists, engineers, architects, lawyers and many more

## ISOC ALUMNI

---

- Two Prime Ministers
- 12 Royals
- 50+ CEOs
- 75+ Cabinet Ministers and Ambassadors
- 120+ Members of Parliament
- 450+ VPs and Board Directors
- 2500+ Spokespeople
- 10,000+ communications and PR professionals

**ISOC training is for  
everyone who needs  
to communicate  
professionally at work,  
from press officers to  
prime ministers**

# Training formats

## OPEN PUBLIC COURSES

at ISOC London and ISOC Dubai

## PRIVATE AND IN-HOUSE COURSES

for companies and organisations

## ONE-ON-ONE COACHING

for individuals and executives

## IN-HOUSE PROGRAMMES

for sustained capacity building





**We train globally for  
public and private  
organisations of all sizes  
in many formats**

# What to expect in ISOC training



## **Expect stimulating and practical training that builds immediately useful skills.**

- ISOC training is stimulating and interactive: based on active learning, not lectures.
- Training is built around real-world skills that can be put to work, not abstract theory.
- ISOC courses are short and intensive, designed for the workflow of busy professionals.
- All courses continually updated to include the latest innovations in best practice.





## **Expect systematic learning that delivers value and results.**

- Training is rigorously designed against industry standards and global best practice.
- Courses flow from a core competency matrix with clearly defined learning outcomes.
- ISOC training is research-based, featuring the latest communication science.
- Quality is independently audited by Edexcel and the British Accreditation Council.

# Trainers and faculty



## ISOC trainers are active senior communication professionals

The ISOC Accredited Trainer Programme ensures that every trainer is a proven subject expert as well as an inspiring course leader.

ISOC trainers are all director-level communication experts with at least 15 years' experience in their field.

They are all currently working and innovating in front-line communications, not career academics.

## ISOC is audited and accredited by two independent UK regulators



### Pearson Edexcel

Edexcel is the largest global qualification provider, one of the UK's largest examination boards, and part of Pearson, the world's largest education company.

Edexcel awards two million certificates every year around the world and has 5,500 education partners in 110 countries. Edexcel inspects and audits ISOC in London and Dubai annually. Inspection reports are available.

[www.edexcel.com](http://www.edexcel.com)

### British Accreditation Council

The British Accreditation Council is an independent body, established in 1984 as the national accrediting body for private post-16 education in the UK.

Accreditation by BAC is recognised by the UK Border Agency (UKBA), part of the Home Office, as a qualifying requirement for institutions wishing to enrol visa students. The BAC inspects and audits ISOC London annually. Inspection reports are available.

[www.the-bac.org](http://www.the-bac.org)

# ISOC London



The ISOC London training centre is conveniently located in central London, opposite Buckingham Palace Gardens and a short walk from Hyde Park and Knightsbridge.

We are three minutes' walk from Hyde Park Corner Underground station on the Piccadilly line.

Other underground stations nearby are Knightsbridge, Victoria and Green Park.

 **13 Grosvenor Place  
London SW1X 7HH**

 **[london@isoc.com](mailto:london@isoc.com)**

 **+44 20 7250 4290**



# ISOC Dubai



ISOC courses in Dubai take place daily at the Media One Hotel in Dubai Media City.

This four-star hotel is conveniently located in the heart of the city, and has excellent facilities. It's also a great place to stay if you're visiting Dubai.

Training takes place on the Business Floor (Level Seven). Most training rooms overlook the Palm Jumeirah or Dubai Marina, so you'll have an inspirational view.

📍 **Training venue:**  
**Media One Hotel,**  
**Dubai Media City**

📍 **ISOC offices:**  
**408 Loft 2C**  
**Dubai Media City**  
**PO Box 502176**  
**Dubai, UAE**

✉ **dubai@isoc.com**

☎ **+971 4 44 64 824**

# International School of Communication





# International School of Communication

## LONDON

---

- ✉ london@isoc.com
- ☎ +44 (0) 20 8798 0811
- 📍 13 Grosvenor Place  
London SW1X 7HH  
United Kingdom



## DUBAI

---

- ✉ dubai@isoc.com
- ☎ +971 (0) 5 8569 4605
- 📍 321 The Light Tower  
PO Box 449204, Dubai, UAE



# ISOC.COM