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

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
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 frontline 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)

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.
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
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