

Course Overview:

This is a Professional course provides useful frameworks needed to manage strong brands, create a cohesive corporate identity, and create strategic media communications plans. Discover how to make informed decisions for your branding and media strategies, create communication campaigns and how to confidently pitch these ideas to stakeholders. Learn how to evaluate options for business and contribute to organisational performance.

Course Objective:

- Building reputation through trust and transparency into the brand
- Getting attention for your brand – from product to brand
- Understand strategic and financial analysis tools to help the process of decision making and in setting the right goals and objectives
- Understand the value of intellectual capital in gaining brand equity and competitor advantage
- How to deliver a presentation that leaves lasting positive impressions
- Developing communications campaigns

Course Outline:

BRAND AND REPUTATION MANAGEMENT
CREATING EFFECTIVE PR STRATEGIES AND CAMPAIGNS
PRESENTATION AND PITCHING SKILLS
STRATEGIC ANALYSIS
MANAGING MEDIA HANDLING AND PRESS CAMPAIGN

Who Should Attend:

- Corporate Communications Practitioners and/or Managers
- Public Relations Officers and/or Managers
- Marketing Officers and/or Managers
- Digital and Social Media Specialists
- Internal Communications Practitioners
- Professionals Wanting to Improve Communications in Their Areas of Responsibility

Training Language:

EN

Training Methodology:

- Presentation & Slides
- Audio Visual Aids
- Interactive Discussion
- Participatory Exercise
- Action Learning
- Class Activities
- Case Studies
- Workshops
- Simulation