



Managing Internal Communications

**A one-day workshop on
planning and managing professional programmes
to communicate with employees and other internal audiences**

PROFESSIONAL
£365*



*For companies in the PRCA or delegates in the CIPR. Full price £435+VAT.

Aims of the course

Delegates are shown the key elements of planning and managing successful internal communication programmes.

They learn about change management and how to communicate during times of change and controversy.

They explore the role of managers in internal communications.

Delegates learn how to:

- Understand how internal communications contribute to organisational success.
- Measure the impact of internal communications.
- Communicate during times of change and controversy.
- Develop senior and middle managers as communicators.



PR Training Provider

www.henshallcentre.com

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COURSE CONTENT

Internal Audiences and Media Selection

How to segment internal audiences. The pros and cons of different media channels. The role of social marketing in internal communications.

Developing your Strategy

Aligning internal communications with organisational goals. The elements of a successful strategy.

Measuring Internal Communications

How to audit internal communications, including qualitative and quantitative methods. How to create a great staff survey and how to use the results to improve your internal communications.

Communicating through Time of Change

Staff and the change process. Dealing with different types of change and how IC can help retain employee engagement and develop staff as ambassadors.

The Role of Managers

Developing leaders and managers as effective communicators – especially in times of controversy.

Plan your training

Managing Internal Communications looks at the management of internal communication programmes. It does not address getting publicity or dealing with journalists. It does not cover formulating the PR strategy of which such programmes are going to form one part.

This is a management level course.

Introduction to Internal Communications, as the name suggests, is for those new to the discipline.