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Riyadh - Al Khaleej District - Sheikh Abdul Aziz Bin Abdul Rahman Bin Bishr Street - 13223 - Office No. 5 | P.O.BOX : 13224

Course: Corporate Communication for Executives

Code	City	hotel	Start	End	price	Language - Hours
PR-674SA	Dammam	Hotel Meeting Room	2027-05-23	2027-05-27	9950 SR	En - 25

The Program

The Art of 21 Century Communication: Strategically Navigating the New Media Landscape is an interactive five-day, content-driven course for executives focusing on communicating effectively through traditional, new and social media.
Participants will communicate around a real-world, evolving issue with multiple implications on their business and its reputation. They will also learn how to build a message platform that can be used as the foundation for all communications around that issue. At the end of the course, each participant will have a working guide to effectively communicate news, initiatives and announcements their companies may encounter.

With the advent of new and social media there is a tendency to take strategic messaging for granted. Yet, a strategic communication initiative must be content-driven and incorporate all relevant mediums.

Program Benefits

Participants will learn how to create a Media Tool Kit to help enhance their organization's communication strategy and maneuver the new media landscape. They will return to their organizations equipped with updated concepts, best practices, and messaging tools to lead the next generation communication strategy and craft a universal messaging platform to achieve stakeholders' engagement.

Participants return to their organizations equipped to:

- develop an overall message blueprint

- adapt communications for traditional and social media.
- pitch a story to the media.
- manage reputation and communicate during a crisis.
- handle media interviews and presentations.

Methodology

Trainer guides participants through case studies, messaging exercises and drills on how to attract and maximize media interest. Focus will be on creating a strong message foundation, which is critical to attracting media attention and effectively using the Internet and social media. Participants will apply each day's exercises to real world goals and learn how to establish credibility and poise in public venues.

To succeed participants communicate around a real-world, evolving issue with multiple implications and effects on their business. They will learn how to craft a universal message platform that can be used as the foundation for all communications around that issue. At the end of the course, following all the tutorials and exercises, each participant will have a working guide to effectively communicate news, initiatives and announcements their companies may encounter.

Course Topics

- Strategic planning and message development
- Tactics for using new media, traditional media and social networks
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- Media and presentation skills
- Story pitching and media placement
- techniques (local, national and international)

Course Outline

In this carefully crafted media leadership curriculum participants will tackle the critical issues facing organizations that seek to blend the power of traditional and digital

media. Through team-based activities and discussions, messaging exercises, drills to maximize media interest, and media tool kits, the course outline focuses on:

Day One:

- Creating a Media Tool Kit
- The Art of the Story Pitch

Day Two:

- Media Outreach Tools
- Communicating Directly with Key Audiences and Stakeholders

Day Three:

- Online Communications and Social Media
- Online Strategies
- Revising Messages for Online

Day Four:

- Internal Communication Strategies
- Crisis Simulation

Day Five:

- Hitting your Mark with Speeches and Presentations
- Revising Messages: How To Get Quoted
- The Art of Successful Interviewing

The Scandinavian Academy for Training Center adopts the latest scientific and professional methodologies in training and human resource development, aiming to enhance the efficiency of individuals and organizations. Training programs are delivered through a comprehensive approach that includes:

- Theoretical lectures supported by PowerPoint presentations and visual materials (videos and short films).
- Scientific evaluation of participants before and after the program to measure progress and knowledge acquisition.
- Brainstorming sessions and practical role-playing to simulate real-life scenarios.
- Case studies tailored to align with the training content and participants work nature.
- Assessment tests conducted at the end of the program to evaluate the achievement of training objectives.

Each participant receives the training material (both theoretical and practical) in printed form and saved on a CD or flash drive. Detailed reports, including attendance records, final results, and overall program evaluations, are also provided.

Training materials are prepared professionally by a team of experts and specialists in various fields. At the end of the program, participants are awarded a professional attendance certificate, signed and accredited by the Scandinavian Academy for Training Center.

Program Timings: 9:00 AM to 2:00 PM

The program includes:

- A daily buffet provided during the sessions to ensure participants comfort.
- A closing ceremony on the final day to distribute certificates and celebrate participants achievements.
- **Note: All prices are exclusive of 15% Value Added Tax (VAT).**

Our Success Partners

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