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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: Advanced Internal Communication

Code	City	hotel	Start	End	price	Language - Hours
PR-650SA	Riyadh	Hotel Meeting Room	2027-01-31	2027-02-04	9950 SR	En - 25

Introductions

- This course covers employee communications from strategy to execution.
- You will learn best practice in building internal communication strategies that raise motivation, productivity and collaboration.
- You will build a toolkit of techniques for internal campaigns as well as everyday employee engagement, including online innovations.

Who should attend

This course is recommended for managers, executives, communication and PR professionals required to design, manage or evaluate internal communications strategies, campaigns or activities.

This course covers the following modules:

- Principles of internal communication
- Internal communication strategy and planning
- Internal communication platforms and channels
- Internal communication campaigns and programms

About this course

- This course comprises eight modules each covering a set of key concepts and skills,
- best practice and key concepts are covered, followed by stimulating learning activities like workshops, discussions, case studies.

After this course you will be able to:

- Define and articulate the strategic principles and rational for internal communications
- Create an internal communication strategy for your organisation
- Design organisational systems and a practical action plan for internal communication
- Deploy internal communication across all of the key channels and platforms using a toolbox of techniques
- Create, manage and roll out internal communication campaigns and programmes
- Promote employee engagement and management visibility

Course Outline

Communication Skills:

- Understanding how communications work
- Gaining active listening and responding skills
- Seeing things from other points of view
- Managing your assumption more effectively
- Understanding your own strengths
- How others may see you
- Looking at body language
- Increasing confidence
- Difficult people or situations
- Filling up your communications tool kit

Principles of internal communication:

- Strategic role of internal communications
- Principles of change management
- Rationale for investing in internal communications

- Business benefits
- Mechanisms through which internal communication adds value: motivation, productivity and knowledge sharing
- Management visibility
- Recruitment and retention

Internal communication strategy and planning:

- Defining your organisation’s value set
- Aligning internal communications with business goals
- Organisational models for internal communications
- Defining goals and objectives for internal communications
- Internal communications research tools (e.g. employee focus groups and internal surveys.)
- Evaluating internal communications

Internal communication platforms and channels:

- Internal communications systems and processes
- Internal projects and campaigns
- Newsletters, posters, environmental branding, brand collateral
- Online internal communications: intranets, internal blogs
- Face to face: team meetings, staff events etc.

Internal communication campaigns and programmes:

- Creating and rolling out internal brands
- Managing internal values campaigns
- Multimedia internal campaigns including web video
- Recognition and reward programmes
- Employee performance showcasing
- Alignment of internal communications with corporate responsibility
- Community engagement and volunteering programmes

Internal communication:

- Core principles and defining concepts that underlie practical and strategic internal communications
- How to create an internal communication strategy complete with organisational systems and a practical action plan
- Internal communication platforms and channels: a toolbox of practical internal communication techniques and channels
- Internal communication campaigns and programmes: a how-to guide to launching internal communication programmes, based on case studies of award-winning campaigns from around the world

Advanced communication strategy:

- Evidence-based communication strategy: how to measure and prove the value of communication
- Advanced strategy tools and concepts: specialised techniques for developing complex PR strategies
- Justifying strategy: securing management support: how to get support from the top for ambitious PR strategies
- Rolling out and managing a communication strategy: the systematic process of creating and deploying a PR strategy

Advanced communications and PR management:

- Designing a CSR strategy: the principles and rational for CSR and approaches that you can use to develop an effective strategy for your own organisation
- Building CSR programmes and campaigns: practical approaches to designing and planning CSR activity

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).**

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