



**Public Relations &
ommunication skills**



SCANDINAVIAN ACADEMY
Training and Development



Course: Advanced Internal Communication

| Code | City | hotel | Start | End | price | Hours |
|------|-------------------|--------------------|------------|------------|--------|-------|
| 650 | Barcelona (Spain) | Hotel Meeting Room | 2024-05-13 | 2024-05-17 | 5450 € | 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 programmes

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 rationale 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 employs modern methods in training and skills development, enhancing the efficiency of human resource development. We follow these practices:

- **Theoretical Lectures:**
 - We deliver knowledge through advanced presentations such as PowerPoint and visual materials, including videos and short films.
- **Scientific Assessment:**
 - We evaluate trainees skills before and after the course to ensure their progress.
- **Brainstorming and Interaction:**
 - We encourage active participation through brainstorming sessions and applying concepts through role play.
- **Practical Cases:**
 - We provide practical cases that align with the scientific content and the participants specific needs.
- **Examinations:**
 - Tests are conducted at the end of the program to assess knowledge retention.
- **Educational Materials:**
 - We provide both printed and digital scientific and practical materials to participants.
- **Attendance and Final Result Reports:**
 - We prepare detailed attendance reports for participants and offer a comprehensive program evaluation.
- **Professionals and Experts:**
 - The programs scientific content is prepared by the best professors and trainers in various fields.
- **Professional Completion Certificate:**
 - Participants receive a professional completion certificate issued by the Scandinavian Academy for Training and Development in the Kingdom of Sweden, with the option for international authentication.
- **Program Timings:**
 - Training programs are held from 10:00 AM to 2:00 PM and include buffet sessions for light meals during lectures.