



Public Relations & ommunication skills



SCANDINAVIAN ACADEMY
Training and Development



Course: Corporate Communication for Executives

Code	City	hotel	Start	End	price	Hours
674	Amsterdam (Netherlands)	Hotel Meeting Room	2024-04-01	2024-04-05	5450 €	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 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.