



## Workshop Overview

This workshop will provide a clear framework for the development and rollout of an internal communications strategy, to provide staff with the information they need. Staff need a firm understanding of the goals and direction of the company and this workshop will guide you on how to provide that.



## Benefits

This workshop will equip you with the ability to devise and implement a communications strategy internally. Once this is done, you will be able to see and act upon the benefits good internal communications can provide, as well as setting targets and monitoring the effectiveness of your internal communications strategy.



## Who should attend ?

Those working in marketing and communications functions will benefit from this course. However, as the remit and demands of all teams across an organization grow, the need for them to convey what they are doing to colleague's increases. Those working across a number of sectors and industries will also benefit equally from the workshop.

## Outcomes & Content

- ✓ What do you do and why?
- ✓ What is your message?
- ✓ Communications goals
- ✓ Communications strategy
- ✓ Who are the key stakeholders?
- ✓ Key message development
- ✓ Communications channels
- ✓ Rollout and implementation
- ✓ Monitoring and evaluation of impact

