



3 days

An intensive professional development training course on

## **Achieving Corporate Communication Excellence**

Certificate in Corporate Communication

### **Why Choose this Training Course?**

Corporate communication plays a pivotal role in establishing and maintaining a strong organizational image, fostering employee engagement, and ensuring clear and consistent messaging across all stakeholders. This Corporate Communication Excellence training course is designed to provide participants with the knowledge and skills necessary to manage communication effectively within an organization. It explores best practices, tools, and strategies to handle internal and external communications, address crises, and build lasting relationships with stakeholders.

Through interactive sessions, case studies, and practical workshops, participants will develop a comprehensive understanding of corporate communication principles, enabling them to enhance their organizational influence and impact.

#### **SESSIONS**

**20-22 August 2025**

**Radisson Blu Hotel**

**Durban**

**Umhlanga**

## What are the Goals?

By the end of this training course, participants will be able to:

- Understand the core principles and importance of corporate communication
- Develop skills to craft effective internal and external communication strategies
- Learn how to manage corporate reputation and brand identity
- Gain insights into crisis communication and conflict resolution
- Utilize modern communication tools and technologies for impactful messaging

## Who is this Training Course for?

This training course is suitable to a wide range of professionals but will greatly benefit:

- Communication professionals and public relations managers
- Marketing and branding specialists
- Business leaders and team managers involved in corporate messaging
- Professionals aspiring to excel in communication roles

## How will this Training Course be Presented?

This Luthando Skills training course will utilise a variety of proven adult learning techniques to ensure maximum understanding, comprehension and retention of the information presented. This includes an interactive mixture of lecture-led learning & group discussions.

## Daily Agenda

### Day One:

#### Foundations of Corporate Communication

- Introduction to corporate communication and its significance
- The role of corporate communication in achieving organizational goals
- Elements of effective communication: clarity, tone, and consistency
- Aligning communication strategies with organizational vision and values. Activity: Group exercise on assessing communication effectiveness in different scenarios

### Day Two:

#### External Communication and Branding

- Developing public relations strategies for external stakeholders
- Managing media relations and handling press conferences
- Corporate branding: Ensuring message consistency across channels
- Social media as a tool for corporate communication. Activity: Case study: Crafting a corporate branding strategy

### Day Three:

#### Leveraging Communication Tools and Measuring Impact

- Overview of modern communication tools and platforms
- Tracking communication effectiveness through analytics
- Building a sustainable communication plan for long-term impact
- Certification review and participant presentations. Activity: Participants present their corporate communication strategies for feedback

#### Internal Communication Excellence

- Building a robust internal communication framework
- Employee engagement and fostering organizational culture
- Crafting impactful memos, newsletters, and intranet updates
- The role of leadership communication in motivating teams. Activity: Designing an internal communication campaign for employee engagement

#### Crisis Communication and Reputation Management

- Principles of crisis communication: Responding effectively under pressure
- Mitigating risks and protecting the organization's reputation
- Conflict resolution through strategic communication
- Post-crisis recovery and rebuilding trust. Activity: Role-play: Managing a corporate crisis scenario

## Certificate

- Luthando Skills Certificate of Completion for delegates who attend and complete the training course