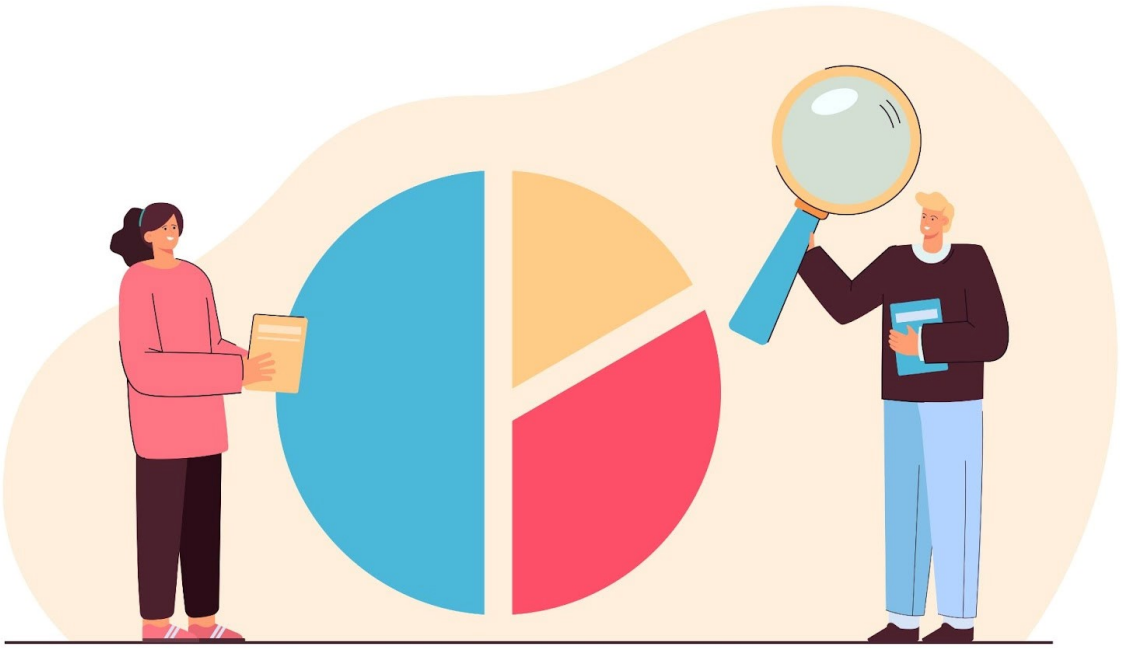


Strategic Communication And Effective Policy Management

Duration: 5 Days

Language: en

Course Code: PM2 - 120

Objective

Upon completion of this course, participants will be able to:

- Understand the role and functions of a communication department.
- Develop and implement effective policies and procedures.
- Manage and lead communication and PR teams.
- Design and oversee comprehensive communication campaigns.
- Implement best practices in press office management.
- Measure and evaluate communication effectiveness.

Audience

This course is ideal for senior communication and PR professionals responsible for designing, managing, and implementing communication strategies and campaigns. It suits those leading communication departments or teams and anyone involved in strategic communication planning and policy development.

Training Methodology

The training will blend interactive lectures, case studies, group discussions, and practical exercises. Participants will engage in real-world scenarios to apply learned concepts and receive feedback on their performance.

Summary

This course will equip senior communication and PR professionals with advanced strategic communication, policy formulation, and team management skills. Participants will learn to develop and manage effective communication strategies, implement robust policies and procedures, and lead PR teams to achieve organisational goals.

Course Content & Outline

Section 1: Communication Department Fundamentals

- Roles and functions of a communication department.
- Principles of effective communication.
- Structuring communication teams and roles.

Section 2: Policy and Procedure Development

- Writing effective policies and procedures.
- Aligning policies with organisational goals.
- Best practices in policy implementation.

Section 3: Communication Campaign Planning

- Principles of communication campaign planning.
- Selecting appropriate PR tools and tactics.
- Time and resource planning.

Section 4: Press Office Management

- Role and objectives of a press office.
- Developing protocols and policies.
- Workflow and resource management.

Section 5: Leadership and Team Management

- Leading and managing communication teams.
- Nurturing leadership competencies.
- Setting performance KPIs for PR teams and agencies.

Certificate Description

Upon successful completion of this training course, delegates will be awarded a Holistique Training Certificate of Completion. For those who attend and complete the online training course, a Holistique Training e-Certificate will be provided.

Holistique Training Certificates are accredited by the British Assessment Council (BAC) and The CPD Certification Service (CPD), and are certified under ISO 9001, ISO 21001, and ISO 29993 standards.

CPD credits for this course are granted by our Certificates and will be reflected on the Holistique Training Certificate of Completion. In accordance with the standards of The CPD Certification Service, one CPD credit is awarded per hour of course attendance. A maximum of 50 CPD credits can be claimed for any single course we currently offer.

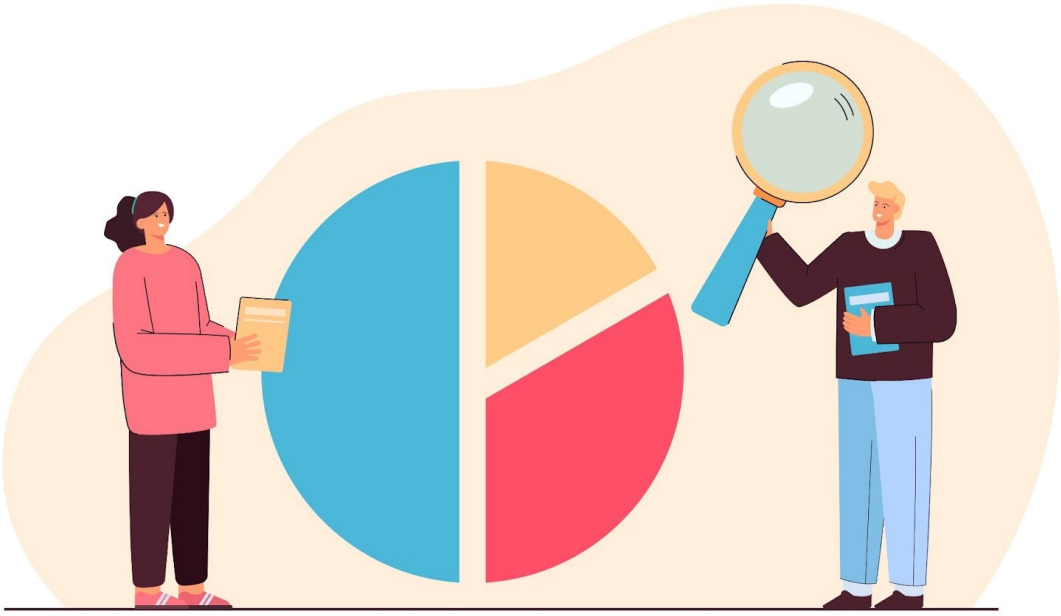
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