



First Select

Internal Communications skills

Date	Venues	(\$)Fees	Book your seat
14 Dec -18 Dec 2025	Dubai	2900	Register Now

Objectives:

By the end of the program, participants will be able to:

- Communication is the life blood of the public relations professional. We are living in the information age and never have we had such powerful communication tools available to us. Yet communication, particularly internal communication is neglected, misunderstood, and mismanaged in many organizations throughout the world. We all need to sharpen our communication skills and remain up to date on what is happening the profession.
- This highly practical course will address all aspects of communication, and participants will share in the debate on best practice.

Who should attend?

This course is a must for those who:

- All PR professionals and general managers interested in developing their communication skills within the organization and also with their particular “publics”.
- PR professionals wishing to update their skills and undertake a refresher course.
- Administrative Staff
- Customer Service Agents and Front Desk Employees
- Managers and staff wishing to understand their task environment and how to interact with it.

Course Outline:

Module 1

- What is Communication?
- Levels of Communication
- Core Concepts of Communication
- A Brief History of Communication Models

Module 2

- The Psychology of Communication
- Mass Media Effects
- Spin Doctoring
- The Goals of Employee Communication
- The Four Eras of Employee Communication

Module 3

- How Management Shapes Communication
- Internal Communication and Company Objectives
- Internal Communication and Company Development

Module 4

- Internal Communication in Times of Change
- Changing Work Patterns
- Case Study 1
- Case Study 2

Module 5

- Planning Your Message
- Developing an Issue Statement
- Researching the Topic
- Analyzing the Target Audience
- Setting Objectives

Module 6

- Setting the Message Strategy
- Informative Strategies
- The Process of Persuasion
- Choosing the Appropriate Medium or Media

Module 7

- The Digital Media
- Writing on a Computer
- Intranets
- The Internet
- Writing for Websites

WORKSHOP STYLE:

This will be a participative workshop with a mix of interactive learning sessions, exercises and discussions aimed to provide maximum impact and learning retention for all delegates.



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