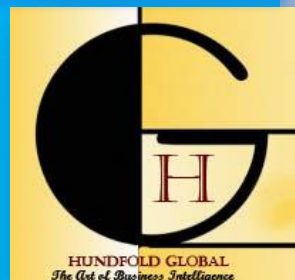


ADVANCED STRATEGIC COMMUNICATIONS, CRISIS MANAGEMENT & PUBLIC RELATIONS

WORKSHOP

INCLUDING BRAND COMMUNICATION & CSI



HUNDFOLD GLOBAL
The Art of Business Intelligence

TO REGISTER: t: +27 11 794 2151 e: info@hundfold.co.za  +27 732491008

INTRODUCTION

The role of Corporate Communications and Branding is becoming an increasingly pivotal and integral component that manages the establishment, enhancement and defence of an organisation's reputation. Reputation and credibility can impact an organisation in many ways, leading to financial gains, and equally, financial losses if not managed correctly. Thus, it is vital that your organisation fosters a good reputation by developing mutually beneficial relationships with various stakeholders.

In this strategic communication, CSI and brand workshop, we map out a holistic reputation management journey that will equip delegates with new ideas, thoughts and tools to take their communication function to the next level.

When things go wrong, as they sometimes do, business communication is called upon to help the organisation turn reputation around. Corporate Communications, CSI and Brand communication, is a comprehensive and practical course that has been designed to boost and sharpen your overall business communication, media relations, branding and CSI skills to help position yourself as a strategic advisor within your organisation; and equip you with the latest tools to effectively plan and manage stakeholder communication.

The course is a particularly useful training programme if you are seeking to gain new insights and perspectives, and if you are looking to position yourself as the go-to professional on reputation management matters.

You will be taken through various case studies and practical exercises to further enhance your learning experience. There will be several workshops throughout the course, where the facilitator will enable you to walk out with practical and tangible tools to take back to your business. You will work on the material in real time benefit from expert advice and feedback on the frameworks you develop.

REASONS TO ATTEND THE COURSE

At the end of this workshop, participants should have the confidence and capability to:

- Apply strategic thinking to tactical communication initiatives.
- Develop a brand essence approach for your organisation
- Develop and execute creative, strategic corporate communications campaigns.
- Effectively manage the media and handle difficult media inquiries.
- Learn how to manage crisis scenarios more effectively to mitigate against loss of reputation
- Learn about new CSI approaches and how these help build a solid reputation
- Successfully incorporate social media with current communication programmes.
- recognise the importance of encouraging your organisation to be outward-facing
- review your current public relations performance, and audit your communications
- develop a business communication strategy
- develop key messages for your organisation
- use your current communications more effectively, and identify new opportunities
- Hear practical and valuable presentations from facilitators who have implemented the work they talk about
- Connect face-to-face with the leading professionals while benchmarking best practices
- Full-access to the presentations
- Top-rated conference experience— we have a 95% satisfaction record on previous communication, brand, CSI and crisis communication conferences
- Enjoy highly practical and interactive sessions, resulting in framework you can take back to the office after the conference

WHO SHOULD ATTEND

This conference has been researched with and designed for Directors, senior managers, Specialists, Officers, and Leaders involved in:

- Brand Communication
- Change Management
- Corporate and Brand Identity
- Corporate Communications
- Digital Communications
- Employee Communications
- Employee Engagement
- Global Communications
- Internal Communications
- Crisis Communications
- Media Relations
- PR Management
- Social/New Media