

Internal communication management

Where do I begin in planning and implementing an internal communication strategy?

Corporate perspectives and academic theories on organisational communication are in agreement that employees are the most valuable resource an organisation has. Their importance as stakeholders can at times be taken for granted. To maximise this potential, it is important that they are highly motivated, informed and loyal to the company's vision, goals and objectives. The key to fulfilling a company's long term objectives is an internal communication programme that is inclusive, free-flowing and tailored to obtain maximum participation from employees.

Public relations practice involves the proactive management of employee communication as a two-way process, not only between management and employees, but also to give constant feedback to management on how their messages are received. It is, therefore, important for the business communicator to be able to design relevant internal communication strategies and execute them successfully.

The content of this workshop addresses:

- The basic theory of internal communication
- The importance of internal communication in creating employee commitment
- The design of an internal communication strategy
- Implementing and measuring the internal communication strategy

About the speaker:

Irma Meyer, sole proprietor of Executive Engagements, is responsible for corporate communication strategies within the specialist field of internal communication and brand engagement. She holds a Masters Degree in Communication from the University of Johannesburg and has a special interest in leadership communication and internal corporate communication. In 2009 she published a book with the title of The significance of the CEO's Internal Communication Programme - the impact of CEO communication on employee commitment levels.

Irma worked for the Absa Group for 18 years where she gained valuable experience in the field of corporate communication. She was ultimately responsible for the public relations programme of the executive directors and subsequently all the corporate communication strategies, incentive programmes, networking tours and events initiated by them. She lectured part-time at the University of Johannesburg. Currently she lectures and facilitates workshops at the Public Relations Institute of Southern Africa and acts as examiner for the IMM Graduate School of Marketing. Irma also has her own corporate communication consultancy.

Your investment:

- PRISA registered practitioner early bird* R3,500-00
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- Non-registered practitioner R4,100-00
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- Early bird: book and pay before 18 January 2013

- Student and member fee rate/s only applicable if PRISA membership fees are paid in full at time of booking

Contact Ivonne Blom for the booking form at cpd@prisa.co.za

Date: 11 February 2013 to 12 February 2013

Time: 09:00 - 16:00

Venue: ProComm House, 108 Bram Fischer Drive, Ferndale, Randburg

Cost: Please contact Ivonne Blom at cpd@prisa.co.za

More info:

Gauteng: PRISA Randburg

ProComm House, 108 Bram Fischer Drive, Ferndale, Randburg

Date: 11 – 12 February 2013 (09:00 – 16:00)

Registration: 08:30 to start promptly at 09:00

CPD Points: 15 (PRISA Members)

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