

Communication strategy

'Communication strategy' is defined by Steyn and Puth as "a process of thinking through the current mission of the organisation, and the current environmental conditions, and combining this element by setting forth a guide for tomorrow's decision and results". Effective communication requires effective strategy that aligns with the company's vision, mission, goals and objective

During this one-day workshop, we shall review the classic principles of strategic planning and then apply these principles to the fast moving communication environment we work in. Aimed predominantly at senior practitioners and communication managers, the focus will be on aligning the communication strategy, which is a functional strategy, with the business strategy.

Case studies will be used to understand the impact of communication strategies on sustainable business success and show the best practice scenarios. The workshop is interactive and highly practical. Delegates can bring their own currently used communication strategies to use in the session.

The following areas will be covered:

- The principles of strategic planning
- Reasons why strategies are not implemented and how to counter-act this
- The difference between a communication strategy and a business strategy
- Using the business strategy to identify communication focus areas
- The elements of a communication strategy
 - o Environmental scanning
 - o Stakeholder mapping
 - o The primary and secondary messages
 - o The media platform
- Measuring and assessing the impact of the strategy
- Developing an operational plan
- Developing work plans that will ensure the implementation of the strategy
- Selling the strategy to management

At the end of this workshop you will be able to:

- Develop a communication strategy
- Assess the quality of an existing strategy
- Perform a relevant environmental scan
- Develop a stakeholder map
- Formulate primary and secondary messages
- Optimise your media platform
- Assess the impact of your communication interventions and strategy

Date: 13 June 2017

Time: 08:30 - 16:00

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

Cost: PRISA member: R2,500; non member: R3,000 (discount available)

Date: 24 October 2017

Time: 08:30 - 16:00

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

Cost: PRISA member: R 2,500; non member: R 3,000 (discount available)

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