

# INTERNAL COMMUNICATIONS FOR BUSINESS IMPROVEMENT

How to improve your internal communication & sell your brand inside!

13th - 14th July 2017  
Singapore

## Free Takeaway

Participants will receive for all courses: A full participant's manual with copies of all PowerPoint slides and supporting notes, copies of all worksheets and group activities and photographic copies of any relevant flipchart or whiteboard notes and projects of your own which will include case studies and other interactive activities.

## Major Benefits of Attending:

- **LINKING** internal communication to business strategy and employee motivation
- **IDENTIFYING** and minimising barriers to communication
- **USING** informal communication structures
- **EVALUATING** different communication techniques and their uses
- **GETTING** the right message to the right people
- **COMMUNICATING** successful change initiatives
- **IDENTIFYING** ways to implement an internal communication plan
- **MEASURING** success and examining case studies

## Why you Should Attend?

You will have the opportunity to improve your skills in the increasingly important field of internal communications. You will put the theories into practice, and see how other organizations handle this. You will leave with checklists and guidelines to successfully implement an internal communications plan in your organization.

By studying examples of both good and bad practice, and becoming aware of the opportunities to communicate in different and newer ways, your organisation will become more effective in communicating with staff and stakeholders.

## Who Should Attend?

- ✓ Communication Officers
- ✓ Public Relations
- ✓ Marketing
- ✓ Human Resources
- ✓ Sales
- ✓ Corporate Affairs
- ✓ Department Managers
- ✓ Employees concerned in communication

Organized by: \_\_\_\_\_



WE SOLVE YOUR PUZZLE