

# Effective Strategies for Modern Internal Communications

Empowering your organization and your employees with internal communications that ROCK!

26th – 27th October 2017  
Singapore

## Free Takeaways:

Participants will receive:

- 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.
- Tip sheets:
  - "Best practices for Internal Communications"
  - "Tools for internal communications"
  - "30 quick wins for internal communications"
  - "Example Communications Plan Matrix"
  - "Employee Communications Policy Sample"
  - "Internal Communications Plan Strategy"

## Major Benefits Of Attending – You Will Be Able To:

- **IDENTIFY** different stakeholder groups and publics and assess how to reach them
- **MEASURE** content management issues
- **LEARN** how to undertake effective internal communications relations
- **KNOW** how to use different communications strategies and platforms for different audiences
- **UNDERSTAND** how employees can use different social media platforms
- **DISTINGUISH** the fundamentals of exceptional message and story development

## Why you Should Attend?

- ✓ You gain insight from someone who has nearly 20 years of profound international marketing and communications experience from working in agencies and in-house roles
- ✓ You get 'know-how' and tips from a communications-pro who has been in roles from startup founder to individual contributor to managing large global teams with multi-million dollar budgets. Someone who knows how to do the job, roll up the sleeves and how to generate results
- ✓ You will benefit from broad international experience and best practices on three continents
- ✓ You will get hands-on instructions on how to set up your internal communications strategy and how to implement tactics that drive results
- ✓ You will gain knowledge that will allow you to immediately develop a highly professional plan for internal communications
- ✓ You will receive the tools you need to start acting and empowering your organization!
- ✓ You will return with valuable tips that increase your professional value and enable you to directly implement a strategy when coming back to the office
- ✓ You will gain new abilities and improve existing skills
- ✓ You will share knowledge with industry practitioners
- ✓ You will have fun!

## Who Should Attend?

Chief Executive Officers, Directors, General Managers, Vice Presidents, Heads, Senior Managers, Managers, Senior Executives and Executives of:

- ✓ Public relations
- ✓ Media relations
- ✓ Human Resources
- ✓ Corporate communications
- ✓ Internal Communications
- ✓ Marketing
- ✓ Social media and network
- ✓ Analyst relations
- ✓ External affairs
- ✓ Marketing
- ✓ Advertising and promotion
- ✓ Public affairs

**Across all industries**

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



WE SOLVE YOUR PUZZLE