

# INTERNAL COMMUNICATION STRATEGIES for the DIGITAL AGE

*How to Communicate Engagingly with All Stakeholders*

14th - 15th April 2025

7th - 8th July 2025

Kuala Lumpur (In Person) / Online Training

## Major Benefits of Attending

By taking this course, delegates will be able to:

- **Understand** the basics of communication and why it is essential at individual and organizational level
- **Develop** skills, competencies needed by professionals in the field related to inter and intra departments communication
- **Apply** practical skills for identifying gaps in communication
- **Acquire** skills and knowledge that contribute to self-awareness and improve communication
- **Understand** the digital context and its requirements

## Course Methodology

**Client has the option to choose to participate either below method.**

**Online Course :** *This course will be conducted via Zoom.*

**Kuala Lumpur Hotel :** *This course will be conducted at the hotel with the trainer on site. Participants will need to bring their own laptop. Lunch/Dinner and 2 networking breaks will also be provided.*

## Why you Should Attend?

You will improve current competencies and learn about communication & leadership skills for inspiration, success, performance at all levels.

Also, the course is meant to improve the social skills to build stronger relationships and network more effectively and to gain expertise in negotiation strategies to arrive at mutually beneficial outcomes in any situation.

## Who Should Attend?

Chief Executive Officers, Directors, General Managers, Vice Presidents, Department Heads and Senior Managers in the Public and Private Sectors responsible for:

- Corporate Communications
- Media Relations
- Public Relations
- Human Resources
- Internal Communications
- Marketing
- Social Media
- Marketing and Advertising

Across all industries

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