

ADVANCED CORPORATE COMMUNICATION STRATEGIES

"COMMUNICATE, CONNECT, CONVINCE"

26th - 27th May 2025

4th - 5th August 2025

Kuala Lumpur (In Person / Online Training)

Major Benefits of Attending

By end of this course, delegates will be able to: -

- **ENHANCE** your key skills to communicate, connect and convince
- **CONNECT** authentically with your audience, staff, clients and stakeholders
- **BENCHMARK** your skills against the legends of communication
- **ENGAGE** staff or clients by successfully involving everyone to reach goals
- **STRUCTURE** a well-planned and memorable presentation that can be easily followed
- **IDENTIFY** essential key strategies to improve your corporate communications
- **INCREASE** the value, and reduce the cost, of your communication planning

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?

This course will teach a helpful framework that practitioners can use for any communication purpose they choose.

This is also highly-interactive course that will offer participants an opportunity to 'apply' the content by creating their presentation to be delivered-on Day 2.

Participants are able to get invaluable knowledge from an experience trainer - and TedX Talk speaker - that has more than 22 years of business and training experience in the EU, the Middle East and Southeast Asia.

Participants will also learn the required tools to truly transform the way their organisations communicate with all their stakeholders.

Who Should Attend?

Employees from the following departments or areas:

- Corporate Communications (Internal & External)
- Executives, Administrators and Department Heads
- Public or Media Relations
- Regional & International Sales & Marketing
- Business Development
- Project Management
- Human Resources Training
- Self-employed professionals

Organized by:



For more details, contact hello@fdb.sg

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