

Creative steps for an Internal Communication strategy

Date 28th October 2011
Location Bucharest
Price € 290 (1-day seminar)
Organiser Forum for International Communications
 Str. Uranus nr 98, bl U8, sc 4, ap 74, sector 5,
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Trainer Thomas Achelis + N.N.

Programme

9:00 Welcome coffee
 9:30 Opening of the Seminar

- Introduction of trainer and participants
- Presentation of the programme

 9:45 Introduction into strategic planning

- Fundamentals of strategy and planning
- Defining the initial situation
- Analysing the problem
- Setting measurable objectives
- Clear messages
- The role of research - before, during and after
- Target audiences
- Briefing the staff
- Action taken to consult with management
- Evaluation: Measurements of success

 10:45 Break
 11:00 Introduction into creativity

- Creativity at work in Public Relations

- Different forms of creativity
- Techniques to develop creativity
- Different forms of creativity
- What makes a creative individual/team?
- Ways to improve creative ability
- Borrowing ideas
- Techniques to help tap into your creative side
- Encouraging a creative organisational climate
- Improving creative performance
- How to generate ideas alone or in groups

12:00

Internal Communication in strategic management

- The internal communication needs
- The strategic process
- Effective internal communication and its benefits
- The organisations structure, mission and goals
- Internal Communication tools
- Developing an IC strategy
- Audiences / Messages
- Measuring employee's satisfaction
- Monitor, evaluate and update

13:00

Lunch

14:15

Working group session: Developing an IC campaign

15:15

Presenting the results

15.45

Coffee break

16.15

Case studies - examples of successful IC campaigns

17:15

Questions & answers, evaluation of the seminar

17:30

End of the training

Note: This program can be modified by request of the participants