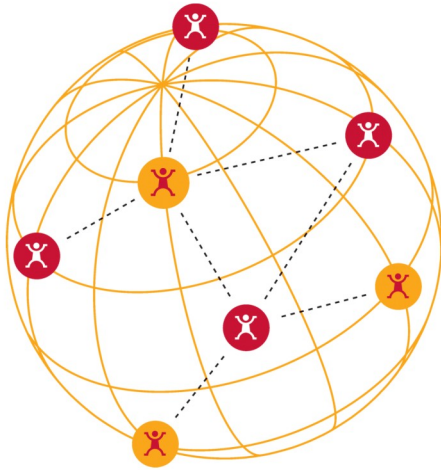


## TRAINING PROGRAM OUTLINE



### MGT-107E CORPORATE COMMUNICATIONS & PUBLIC RELATIONS

#### DESCRIPTION

A 10-day Training Program to provide participants with the tools and techniques required to acquire leadership in communications and public relations, and to develop communication strategies and activities adapted to the global and competitive telecommunications environment.

#### OBJECTIVES

- Develop the competencies of the participants by presenting key concepts and methods for efficient internal and external communications
- Present a global approach and a step-by-step methodology designed to foster communication between management, employees, clients, investors and other stakeholders and between departments and regions
- Present effective techniques to sensitize, inform and mobilize ongoing support for the objectives and strategies formulated by senior management
- Provide participants with the tools and techniques required to develop strategies and action plans to manage communication and public relation activities



## TOPICS

- Communication/Public Relations (PR) department structure
  - Functions
  - Management profile
  - Communication specialists profiles
  - PR specialists profiles
  - Job descriptions
  
- Communication/PR department management
  - External communication
  - Internal communication
  - Event planning
  - Media relations
  
- The strategic communication plan
  - Development of communications strategies for the CEO, the management committee, senior executives and managers
  - Surveys and on-going monitoring
  - Internal communication plan
  - External communication plan
  
- Communication/PR deliverables
  - Internal communication tools
    - Newsletter
    - Brochures
    - Memos
    - Intranet
    - Etc.
  
- External communication tools
  - Speeches
  - Press releases
  - Brochures
  - Press kits
  - Internet
  - Etc.

- Event planning
  - External
  - Internal (for employees)

## TARGET AUDIENCE

- Telecommunications managers and personnel responsible for communications, marketing and public relations
- Managers looking to complement their skill-set by gaining a good understanding of corporate communications and public relations tools and techniques

## METHODOLOGY

Our Training Programs combine expert presentations, workshops, case studies and discussions on real-life situations faced by participants. Complete training material is provided to all participants for future reference and follow-up action plans.

## LOCATION

Our Training Programs are held at regular intervals in selected cities around the world. Upon request, our expert trainers can lead Training Programs at the location of your choice. If interested, please contact us at [training@neotelis.com](mailto:training@neotelis.com).



## EXPERTISE

Neotelis provides consulting and training services to telecommunications organizations worldwide. Its team of experts has trained thousands of executives and managers working for operators, regulators, policy-makers and governments in over 100 countries around the world.

