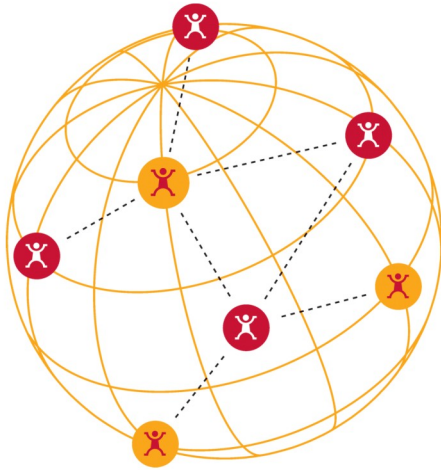


TRAINING PROGRAM OUTLINE



MGT-108E EFFECTIVE CORPORATE COMMUNICATIONS WRITING

DESCRIPTION

A 10-day Training Program to provide participants with tips, techniques and practical content to achieve clear, concise and engaging writing in the areas of corporate communications, marketing and public relations.

OBJECTIVES

- Provide participants with an understanding of the importance of clear, concise, credible and stimulating corporate writing
- Provide participants with the skills required for media writing
- Provide participants with the skills required to produce effective marketing communications
- Provide participants with the skills required for internal communications and human relations
- Provide participants with the skills for effective writing in the area of government relations
- Provide participants with the skills required for investor relations writing



TOPICS

- Introduction
 - The Basics of good writing
 - Writing for clarity and interest

- Corporate writing
 - Emails and netiquette
 - Memos and letters
 - Reports
 - Presentations
 - Speeches

- Media writing
 - Press releases
 - Pitch letters
 - Fact sheets
 - Media kits
 - Press conferences

- Marketing–communications (external)
 - Brochures
 - Corporate ad–copy
 - Flyers
 - Magazine and trade articles
 - External websites

- Internal communications
 - Corporate mission statements
 - Company–wide presentations (meetings)
 - Internal policy papers
 - Internal newsletters
 - Intranets

- Government relations
 - Issue backgrounders



- Position papers
- Grassroots writing

- Investor relations
 - Annual reports
 - Quarterly reports
 - Financial communiqués
 - Letters to investors
 - Corporate social responsibility reports

TARGET AUDIENCE

- Telecommunications managers and personnel responsible for writing in the areas of corporate communications, marketing and public relations
- Managers looking to complement their skill-set by gaining a good understanding of clear, concise writing in the areas of corporate communications, marketing and public relations

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.

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.

