



Corporate Communications & Public Relations Training Program a Success

12 October 2005 (Montreal) – Goulet Telecom International’s Corporate Communications & Public Relations Training Program took place in Montreal from 19 to 30 September with participants from Nigeria, Mauritius, Uganda, Swaziland and from Trinidad and Tobago.

From all accounts, the program was a great success. Joanne Kennedy, the instructor, packed the program with the most important communications topics as well as interactive meetings with journalists, a Canadian politician, a successful government lobbyist and a Director of Communications for an international telecom operator.

“The goal was to balance the program between academic and best practice, case studies and frank discussions with key stakeholders. The meetings with journalists and broadcasters from Canada’s broadcasting corporation (the CBC), as well as that with the Canadian Member of Parliament in Ottawa gave some really important insights into how to approach media relations and government relations”, said Joanne Kennedy.

“The Training Program was very informative and interactive. It covered most of the topics and subjects with which we are confronted in our professional life”, said one participant. “The Training Program provided practical hands on exposure to the participants. Not only was the program content relevant to the needs of today’s Communications & PR practitioners but content was enhanced and validated by information gained through interaction with senior professionals and other related individuals”, added another participant.

The meetings with the Canadian government lobbyist brought vital new perspectives to the Training Program participants on how to approach government officials. The tour of an international telecom carrier and meetings with its communications expert also lead to a thought provoking discussion on how to approach internal and crisis communication in the telecom industry.

Next session of the Corporate Communications & Public Relations Training Program will take place in Montreal from 28 August to 8 September 2005.

For more information on Goulet Telecom International’s Training Programs, please contact us at training@goulet-telecom.com.