

Internal Communications



Key Aim

- Delegates will gain an understanding of how they can maximise their internal communications messages, using the latest techniques, without incurring significant cost

Delivering company news effectively

This course brings HR and marketing personnel up to date on the latest internal communications delivery platforms including social media and video and covers:

- Why internal communications is more important than ever;
- Securing management buy-in for internal communications;
- Preparing an internal communications strategy;
- Use of digital and social media;
- Delegating tasks;
- Practical applications of your strategy;
- Measuring success.

Target Audience

Marketing & HR personnel.

Duration of Course

Full day

Maximum Number of Delegates per Course

Six

Cost per Delegate

£300.00

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Orchid Communications is a member of the Public Relations Consultants Association