€TRAINING

Strategic Communications and Advanced Internal Communications in a Political Environment

3 - 7 November 2024
Cairo (Egypt)

Strategic Communications and Advanced Internal Communications in a Political Environment

REF: X2587 DATE: 3 - 7 November 2024 Venue: Cairo (Egypt) - Fee: 5985 Euro

Introduction:

This training program delves deep into the nuances of strategic communication, emphasizing the unique challenges and opportunities within parliamentary contexts.

Program Objectives:

At the end of this program, participants will be able to:

- Develop advanced communication skills tailored to the needs of parliamentary environments.

- Strengthen internal communication frameworks to ensure cohesive messaging and collaboration.

- Prepare to handle communication crises effectively.

- Improve media engagement techniques to shape public perception and policy understanding.

- Refine public speaking skills for impactful presentations and speeches.

- Enhance strategies for engaging with various stakeholders.

- Perfect the art of crafting clear, persuasive, and consistent messages.

- Foster a culture of feedback and continuous improvement in communication practices.

Targeted Audience:

- Members of Parliament and legislative staff.

- Communication directors and officers in political offices.

- Public relations professionals working within the political sphere.

- Political advisors and consultants.

- Government spokespersons.

- Media liaisons in political environments.

Program Outline

Unit 1:

Fundamentals of Strategic Communications:

- Understanding Strategic Communication in a Political Context.

- Key Principles and Best Practices.

- Analyzing Communication Channels.

- Identifying Key Messages.

- Case Studies of Successful Political Communication Strategies.

Unit 2:

Developing a Communication Strategy:

- Setting Communication Goals and Objectives.

- Identifying Target Audiences and Key Stakeholders.

- Creating a Comprehensive Communication Plan.

- Resource Allocation.

- Monitoring and Evaluation.

Unit 3:

Internal Communications within Parliaments:

- Importance of Internal Communication for Political Cohesion.

- Tools and Platforms for Effective Internal Communication.

- Best Practices for Maintaining Transparency and Trust.

- Internal Communication Audits.

- Creating Internal Newsletters and Bulletins.

Unit 4:

Crisis Communication Management:

- Principles of Crisis Communication.

- Preparing for Potential Crises.

- Post-Crisis Communication.

- Case Studies of Crisis Management.

Unit 5:

Media Relations and Public Engagement:

- Building and Maintaining Relationships with the Media.

- Strategies for Effective Press Releases and Media Briefings.

- Engaging with the Public through Traditional and New Media

- Media Training for Political Spokespersons.

Unit 6:

Public Speaking and Presentation Skills:

- Techniques for Persuasive and Impactful Public Speaking.

- Overcoming Common Public Speaking Challenges.

- Using Visual Aids Effectively.

- Practice Sessions and Feedback.

Unit 7:

Digital and Social Media Communication:

- Utilizing Social Media Platforms for Political Communication.

- Creating Engaging Digital Content.

- Managing Online Presence and Reputation.

- Analyzing Social Media Metrics.

- Engaging with Digital Communities.

Unit 8:

Stakeholder Engagement and Management:

- Identifying and Prioritizing Stakeholders.

- Strategies for Effective Stakeholder Communication.

- Building Alliances and Managing Stakeholder Expectations.

- Conducting Stakeholder Meetings and Consultations.

- Feedback Mechanisms for Stakeholders.

Unit 9:

Crafting and Delivering Messages:

- Principles of Message Development.

- Techniques for Clear and Persuasive Messaging.

- Ensuring Consistency Across All Communication Channels.

- Tailoring Messages to Different Audiences.

Unit 10:

Feedback Mechanisms and Continuous Improvement:

- Establishing Feedback Loops in Communication Processes.

- Analyzing Feedback for Continuous Improvement.

- Creating a Culture of Feedback and Improvement.

- Future Trends in Political Communication.