

# € TRAINING

Conference on Strategic Planning and  
Communication With Measurement and  
Implementation

12 - 16 October 2025  
Istanbul (Turkey)





# Conference on Strategic Planning and Communication With Measurement and Implementation

REF: C619 DATE: 12 - 16 October 2025 Venue: Istanbul (Turkey) - Fee: 5850 Euro

## Introduction:

This conference is designed to provide participants with the skills and tools to develop and implement strategic plans while ensuring effective communication and measurement throughout the process. Participants will learn how to align strategies with organizational goals, communicate them effectively across teams, and measure progress to ensure successful implementation. It empowers them to turn strategic visions into actionable plans that drive results.

## Conference Objectives:

By the end of this conference, participants will be able to:

- Develop comprehensive strategic plans aligned with organizational goals.
- Communicate strategic initiatives clearly and effectively to stakeholders.
- Implement strategic plans through actionable steps and resource allocation.
- Measure and evaluate the progress of strategic initiatives.
- Adjust strategies based on performance data to achieve desired outcomes.

## Targeted Audience:

- Business Leaders and Executives.
- Strategic Planners.
- Project Managers.
- Organizational Development Professionals.
- Business Consultants.

## Conference Outline:

### Unit 1:

#### Fundamentals of Strategic Planning:

- Understanding the key components of strategic planning.
- Aligning strategic goals with organizational vision and objectives.

- Techniques for conducting SWOT and PESTEL analyses to inform strategy.
- Setting clear, actionable, and measurable goals for strategic initiatives.
- The role of leadership in driving successful strategic planning.

## Unit 2:

### Strategic Communication: Engaging Stakeholders:

- Developing communication strategies that support strategic initiatives.
- Techniques for ensuring clarity and alignment across all levels of the organization.
- Crafting compelling messages to engage internal and external stakeholders.
- Overcoming communication barriers in strategic implementation.
- Building a feedback loop to ensure ongoing communication and collaboration.

## Unit 3:

### Implementing Strategic Plans:

- Breaking down strategic plans into actionable tasks and deliverables.
- Resource allocation: optimizing financial, human, and technological resources.
- Creating timelines, milestones, and performance indicators.
- Managing the execution of strategic plans with project management tools.
- Adapting to changing circumstances while keeping the strategy on track.

## Unit 4:

### Measuring Strategic Performance:

- Identifying key performance indicators KPIs to measure progress.
- Using data and analytics to monitor strategic initiatives in real-time.
- Conducting performance reviews and analyzing outcomes against objectives.
- Techniques for evaluating both quantitative and qualitative metrics.
- Reporting results to stakeholders and adjusting strategies as needed.

## Unit 5:

### Continuous Improvement and Strategic Adaptation:

- Learning from performance data to refine and improve strategies.
- Techniques for fostering a culture of continuous improvement in the organization.
- Adapting strategic plans to respond to market shifts and internal changes.
- Maintaining alignment between evolving business goals and strategic initiatives.
- Case studies on successful strategic adaptation and course correction.