

# Comms Intensive Africa

## Course Three – Internal Communications

**Start Date** – Saturday 16th September



### Course Overview

This course will teach you how to be an effective internal communicator who is able to leverage strategic communications principles to build a thriving internal community for an organisation. You will also learn how to engage internal stakeholders and position them as ambassadors and advocates for the organisation.

**Duration:** Five weeks.

### Class Schedule

**13th to 15th September** – Course Orientation

**Saturday 16th September** (9am WAT) – Class One: Internal Comms Strategy Design and Planning

**Saturday 23rd September** (9am WAT) – Class Two: Execution: Tactics, Channels and Content

**Saturday 30th September** (5pm WAT) – Session with Practitioners

**Sunday 1st October** (5pm WAT) – Soft Skills for Practice

**Saturday 7th October** (9am WAT) – Class Three: Employee Engagement & Internal Comms Measurement

**Saturday 14th October** (9am WAT) – Group Project Presentation

**Saturday 21st October** (9am WAT) – Course Close Out

*\*Kindly note that each class runs for two hours and thirty minutes.*