



# TCA Training Programmes For Communications Professionals

The Comms Avenue (TCA) is a capacity-building and networking platform for Communications professionals across Africa and beyond. We currently have over 1300 Communications professionals from 25 African countries in our mission-driven community.

Our vision is to raise the standard for Comms talent in Africa and build a strong community of communicators who are empowered to contribute to positive change in various industries, across Africa and globally.

## What we Offer

- Mentoring programme for young Communications professionals.
- Competence-based and specialist Communications training.
- Training of employees and in-house Communications teams.
- Media and Communications training for executives.
- Networking events and hangouts.

## Our 2024 Training List

Through the Comms Intensive Africa training programme, we offer group training on Strategic Communications and Development Communications.

### Group Training

#### **1. Strategic Communications Course**

This course will teach professionals the rudiments of creating a communications strategy that is aligned with the overall objectives of an organisation, develop an effective tactical plan and properly measure the impact of the strategy implemented to deliver the required results.

Topics covered include: The Foundation for an Effective Communications Strategy, The Communications Planning Process, Becoming a Trusted Advisor and KPIs, Metrics and Measurement

**Duration** – Five weeks

**Format** – Virtual. Weekly classes on Saturday mornings.

**Training Dates** – February and June 2024

**Training Fee** – N325,000/ \$425

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## **2. Development Communications Course**

This course will explore the foundation of communicating for development, with a goal to teach professionals how to strategically communicate for impact, develop creative messages and effectively manage stakeholders in order to achieve desired organisational objectives. Professionals will also learn how to apply the principles of behaviour change to create impactful campaigns.

Topics covered include: Communications for Behaviour Change, Effective Strategy Development and Planning, Stakeholder Engagement and Campaign Management, KPIs and Impact Measurement

**Duration** – Four weeks

**Format** – Virtual. Weekly classes on Saturday mornings.

**Training Dates** – September 2024

**Training Fee** – N275,000/ \$385

*These group trainings can also be customised for in-house teams within an organisation.*

### **Customised In-house Training**

We provide customised in-house training for communications teams and employees to equip them with the knowledge and tools to increase their efficiency and capacity to deliver expected results. These training are delivered at the agreed date and location that suits each team.

Below are some of the customised in-house training we currently offer:

<b>Training Title</b>	<b>Duration</b>	<b>Cost</b>
Strategic Communications	Two days	N750,000/ \$800
Strategic Communications	One full day	N500,000/ \$600
Development Communications	Two days	N750,000/ \$800
Development Communications	One full day	N500,000/ \$600
Internal Communications	Half-day	N350,000/ \$375
Storytelling for Impact	One week	N500,000/ \$600
Executive Thought Leadership	One full day	N750,000/ \$800
Corporate Reputation Management	Two days	N750,000/ \$800
Brand Strategy and Communication	Two days	N750,000/ \$800
Media Relations and Strategy	Two days	N700,000/ \$700
Employee Branding	Two days	N600,000/ \$650
Effective Presentation and Pitching	One day	N400,000/ \$450

## **Notes**

1. The quoted cost cost is per participant. Group discounts are available for teams with more than five people.
2. Customised implementation/ execution templates will be created and shared with the team by the end of the training.
3. Bespoke training options that suit the unique needs of the organisation or agency are also available. Kindly discuss your needs with us.
4. Please note the some of the courses are delivered through a mix of in person and virtual sessions.

## Let's get started! Get in touch with us.

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