



The Comms Avenue
**2026 TRAINING
BROCHURE**



WHY CHOOSE THE COMMS AVENUE

About The Comms Avenue

The Comms Avenue is one of Africa's leading capacity-building platforms for Communications professionals and corporate teams.

We equip organisations and professionals with the strategic communications capabilities, digital competencies, and leadership communication skills required to thrive in today's fast-changing corporate environment.

Founded with a vision to professionalise and elevate the communications function across the continent, our programmes are designed to **strengthen organisational performance, elevate employee capability**, and ensure communications teams **deliver measurable business impact**.

We serve as a trusted learning partner for corporate organisations, multilateral institutions, PR agencies, and fast-growing enterprises.

Through our corporate training arm, mentorship programmes, research publications, and industry networks, we combine deep regional insights, global best practices, and hands-on industry expertise to build high-performing employees and communications teams.



Our Value Proposition

① **Pan-African Context & Global Standards.**

Our curriculum blends global best practices with deep insights into the African corporate, media and socio-economic landscape.

② **Practitioner-Led Facilitation**

Every course is designed and delivered by seasoned industry experts who bring real-world experience, case studies, and practical tools into each training.

③ **Actionable & Measurable Outcomes**

Participants leave our training with templates, frameworks, and guidelines they can immediately apply to their roles to support measurable improvements in performance.

④ **Competence-Building Across All Career Tiers**

From entry-level staff to senior managers, our courses support structured career development and help organisations to close critical competency gaps.

⑤ **End-to-End Capability Partnering**

Beyond our off-the-shelf courses, we offer custom/ bespoke training, pre-training capability assessments, and post-training impact tracking.



OUR COURSES

Our open courses are delivered virtually or in person (on request) and they are designed to support professionals at every stage of their career.

Pricing for our open courses is per participant.

1. Strategic Communications

Course Summary: A high-level masterclass designed to shift communications from an operational support function to a driver of strategic business outcomes. Participants will master how to use the strategic communications framework, leverage cutting-edge AI measurement tools, and harness digital channels to align communications activities with the organisation's goals.

Key Modules:

1. Introduction to Strategic Communications
2. The Strategic Communications Framework
3. Communication Measurement
4. AI Tools for Effective Strategic Communications
5. Leveraging Digital Platforms as a Strategic Communicator

Who Should Attend: Entry-to-Mid Level Communications and PR Officers/ Managers, Corporate Communications Managers, Communications Specialists

Format: Virtual, Two-day course

Price: N150,000/ \$125



2. Social Media in the Workplace

Course Summary: Designed to empower employees to act as responsible brand ambassadors while mitigating corporate reputation risk, this covers corporate content creation, platform ethics, personal vs. professional branding, and tailored social media policy creation and implementation as an add-on for HR leads.

Key Modules:

1. How to Use Social Media at Work
2. Guidelines for Content Creation in Corporate Settings
3. Being an Effective Corporate Ambassador
4. Ethics of Social Media Usage
5. Personalised Social Media Policy Guidance

Who Should Attend: Mid-to-Senior Staff across all departments, Internal Comms Leads, HR Teams, Brand Ambassadors.

Format: Virtual, One-day course.

Price: N200,000/ \$160

3. Development Communications

Course Summary: Tailored for NGOs, multilateral institutions, and social impact organisations, this course equips communicators to drive social change, engage donors, map multi-tier stakeholders, and communicate complex impact data clearly and persuasively.



Key Modules:

- 1.Introduction to Development Communications
- 2.Strategic Communications Planning
- 3.Stakeholder Mapping, Storytelling, and Donor Communications
- 4.Digital Media and Media Relations Strategies
- 5.Measuring Communications Impact

Who Should Attend: Communications Officers in Development/NGOs, Programme Managers, Sustainability Leads, CSR Leads.

Format: Virtual, Two-day course. **Price:** N150,000/ \$125

4. AI for Strategic Corporate Communications

Course Summary: A practical deep-dive into how modern communications and PR teams can safely leverage generative AI to streamline workflows, craft advanced prompts, automate reporting, and maintain data privacy and ethical integrity.

Key Modules:

- 1.AI Tools and How to Strategically Leverage Them
- 2.Prompt Generation for Communicators
- 3.Responsible Use of AI for Corporate Communications
- 4.Data Privacy and Ethical Considerations

Who Should Attend: Corporate Communications Specialists, Communications/ PR Managers, Content Managers, Agency Teams

Format: Virtual, Half-day course. **Price:** N100,000/ \$80



5. Communication Measurement and Performance Tracking

Course Summary: A data-driven course that moves communications reporting from vanity metrics to business intelligence and teaches participants how to measure brand perception, track sentiment, map reputation metrics, and demonstrate ROI to leadership.

Key Modules:

1. Metrics and KPIs for Communication Measurement
2. Tools for Communication Measurement
3. Tracking Perception, Sentiment, and Reputation
4. Reporting and Demonstrating ROI Through Communication

Who Should Attend: Communications Officers/ Managers, PR Leads

Format: Virtual, One-day course. **Price:** N150,000/ \$125

6. Best Practices for the Use of AI in the Workplace

Course Summary: An organisation-wide training designed to build digital literacy across departments. It covers practical workplace AI applications, prompt engineering basics, compliance, data security, and custom policy creation for safe use of AI within the organisation.

Key Modules:

1. AI Tools and Their Benefits
2. How to Get the Best Results from AI Use
3. Data Privacy and Ethical Considerations for AI at Work
4. Do's and Don'ts for Using AI



Who Should Attend: Cross-functional teams, Operations Leads, HR Leads, Department Heads.

Format: Virtual, One-day course. **Price:** N200,000/ \$160

7. Effective Communication For Middle Managers

Course Summary: This course will help middle management serve as a clear bridge between executive leadership and operational teams through the effective use of communication for cross-functional alignment, securing buy-in, navigating difficult feedback conversations, and leading teams through change.

Key Modules:

1. Developing Communication Skills as a Manager
2. Securing Buy-In and Collaboration Through Effective Communication
3. Using Communication for Conflict Resolution
4. Communicating Through Change

Who Should Attend: Department Heads, Team Leads, Project Managers, Regional Supervisors.

Format: Virtual, One-day course. **Price:** N300,000/ \$240

8. Crisis Communication & Reputation Management

Course Summary: This course will teach strategies for effective crisis management to ensure stakeholder confidence is maintained, organisational reputation is preserved and trust is restored.



Key Modules:

1. Difference between an Issue and a Crisis
2. The Crisis Management Framework
3. Crisis Response Strategies and Tactics
4. Best Practices for Reputation Management

Who Should Attend: Mid-Senior Level Communications Managers, Communications Specialists, Team Leads

Format: Virtual, Two-day course

Price: N250,000/ \$200

9. Public Speaking and Presentation Skills for Professionals

Course Summary: Aimed at strengthening communication skills, building authentic executive presence and confident message delivery, participants will learn how to structure compelling messages, manage presentation anxiety, and communicate confidently across different platforms.

Key Modules:

1. Competencies of an Effective Communicator
2. Mastering the Art of Public Speaking
3. Slide Design & Visual Storytelling
4. Overcoming Stage Fright & Confident Delivery

Who Should Attend: Emerging Leaders, Client-Facing Teams, Technical Leads, Business Development Executives.

Format: Virtual, One-day course

Price: N200,000/ \$160



10. Executive Media Training

Course Summary: An intensive executive coaching programme that prepares C-suite leaders and official spokespersons for high-stakes interviews, press conferences, and media engagements.

Key Modules:

1. Understanding the Media Landscape
2. How to Engage with the Media and Journalists
3. Preparing for Interviews and Media Engagements
4. Being an Effective Corporate Spokesperson

Who Should Attend: CEOs, Board Members, Managing Directors, C-Suite Executives, Official Corporate Spokespersons.

Format: Based on need. **Price:** On request.

Other Available Open Courses

COURSE	PRICE
1. Business Communication & Corporate Etiquette	N250,000/\$200
2. Internal Communications Strategy	N150,000/\$125
3. Essentials of Digital Communications	N150,000/\$125
4. Executive Communications and Thought Leadership	N250,000/\$200



IN-HOUSE TRAINING

Our in-house training allows HRs to upskill their entire team, close competency gaps and solve real business challenges that improves performance.

Types of In-House Training

1. Bespoke Training: These are fully customised courses that are designed from scratch based on your organisation's needs, operational priorities, industry context, and competence gaps.

2. Customised Training: Any of our open courses can be adapted to suit your strategic objectives and delivered at time, location, or format of your choice.

Price: The cost of bespoke or customised training will depend on your unique requests. Kindly contact us to discuss your training needs and request for a quote.



CONTACT AND BOOKINGS

Partner with us to build a high-performing, strategically aligned workforce for your organisation.

Get in touch through any of the following channels:

Email: letstalk@thecommsavenue.com

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