



# TCA Training Brochure

(For Corporate Organisations, Comms Professionals & Executives)

The Comms Avenue is a pan-African training organisation and networking platform for Communications professionals across Africa and beyond. We currently have over 1600 professionals from 25 African countries in our mission-driven community for Communications professionals.

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

- Competence-based and specialist Communications training.
- Training of employees and in-house Communications teams.
- Media and Communications training for executives.
- Design and implementation of mentoring programmes for young Communications professionals.

## Our 2025 Training List

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

## Virtual 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, developing an effective tactical plan and properly measuring the impact of the strategy implemented to deliver the required results.

Topics covered include Context and Planning, Strategy and Tactic Development and Measurement and Reporting.

**Duration** – Five weeks

**Format** – Virtual (Live and on-demand sessions). Weekly live classes on Saturday mornings.

**Training Dates** – February, July and October 2025

**Training Fee** – N400,000 (per participant)

**Registration** – Please click [here](#) to register.

## **2. Development Communications Course**

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

Topics covered include Strategy Development and Planning, Storytelling for Impact, Stakeholder and Donor Management, and Budgeting and Reporting.

**Duration** – Four weeks

**Format** – On demand with optional scheduled live sessions.

**Training Dates** – July 2025

**Training Fee** – N350,000 (per participant)

*These group trainings can also be customised for in-house teams within organisations (Please see below).*

### **Customised Corporate 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. The training is delivered at the agreed date and location provided by the organisation.

Please see below our current customised corporate training list:

<b>Training Title</b>	<b>Duration</b>	<b>Cost</b>
Strategic Communications	Two days	N4,000,000
Strategic Communications	One day	N3,000,000
Development Communications	Two days	N3,000,000
Development Communications	One day	N2,000,000
Brand Strategy and Communication	Two days	N3,000,000
Business Communication & Corporate Etiquette	Two days	N2,500,000
Employee Branding	Two days	N2,500,000
Digital Communication	One day	N2,800,000
Professional Writing Skills	One day (Plus five days virtual post-training support)	N1,500,000
Storytelling for Impact	One day (Plus five days virtual post-training support)	N1,500,000
Effective Presentation and Pitching	Half day	N1,000,000
Internal Communications	Half day	N1,000,000
Executive Media Training	Three sessions (three hours per session)	N5,000,000

Kindly see below the Terms and Conditions applicable for our customised corporate training.

### **Terms and Conditions**

1. The quoted cost in the table above is a flat rate that covers a maximum of **ten people**. For teams with more than ten people, the appropriate quote will be provided.

2. A half-day training runs for a maximum of **five hours**, a one-day training runs for a maximum of **eight hours** and a two-day training runs for a maximum of **five hours per day**. Other duration options are available **based on request**.
3. We offer a 10% corporate discount for bookings for teams with more than **five people**.
4. Where post-training support is provided, this will be done virtually.
5. Customised implementation templates will be created and shared at the end of the training.
6. Training topics and duration options can be tailored to the unique requirements of each organisation at a different cost. Kindly discuss your needs with us.
7. Executive media training can be further customised to suit the specific needs and schedule of the executive. Kindly discuss your specific needs with us.
8. Please note that some of the courses are delivered through a mix of in-person and virtual sessions.
9. Please note that a **compulsory pre-training survey** will be completed to understand the organisation's needs, team availability and the most appropriate training topic, format and duration to recommend.

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

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