



# Communications Management Process (HH-01)

## ***Making Communicators Better Managers – Making Managers Better Communicators***

### **Introduction**

Participants are introduced to the 5-step Communications Management in this three-session virtual course (or one-day classroom delivery). The Communications Management Process ensures that the communications output or strategy is based on solid research and stays on track throughout the planning, development and delivery stages, and that adjustments can be made to existing campaigns. Adopting the Communications Management Process to oversee individual communications outputs, services, and complete campaigns, improves communications and cost effectiveness. This cannot be accomplished after the fact; it must be built in throughout the communications management process.

### **Schedule**

- Day 1** Introductions & Individual Objectives  
(2 hours) Introduction to the Communications Management Process  
Session I – Instruction
- Step 1 – Public Environmental Analysis
  - Step 2 – Planning

#### ***Breakout Group Assignment***

- Day 2** Session II – Case Study (Steps 1 & 2)  
(2 hours) ▪ Breakout Group Presentations  
Session III – Instruction
- Step 3 – Development
  - Step 4 – Delivery
  - Step 5 – Evaluation

#### ***Breakout Group Assignment***

- Day 3** Session IV - Case Study (Steps 3, 4 & 5)  
(1 hour) ▪ Breakout Group Presentations  
Session V - Review & Wrap-up

### **Overview**

Extensive use is made of case studies and examples to illustrate how the Communications Management Process is applied within a federal government context.

Use is made of models and checklists to aid participants in applying the 5-step Communications Management Process to overall strategies and individual outputs.

Participants spend time working in small breakout groups to apply concepts and techniques to actual work-related assignments. The learning experience is further enhanced through group presentations and discussion.

### **Who Will Benefit?**

Mid-level communications managers, account executives and communications advisors at the IS-3 to IS-5 level.

### **How Will You Benefit?**

By adopting the Communications Management Process, communicators can increase the effectiveness of their communications efforts and have greater confidence in the advice and guidance they provide.

### **Fees:**

Remote Learning – Video Conferencing: \$3,000 per Department/Agency - max 12 participants (includes printed participants manual)  
In classroom: \$500.00 per participant (Fee includes: Manual, Lunch, Breaks)

### **Schedule:**

<b>Venue:</b>	<b>Date:</b>	<b>Location:</b>
Virtual Delivery	Negotiable	Remote
Classroom	TBD	National Capital Region

### **For More Information / To Register:**

For more information, or to register, please contact Dale Harley at 613-882-5684 or at [dale@harleyhouse.com](mailto:dale@harleyhouse.com)  
For more information about other Communications Training sessions visit our web site at [www.harleyhouse.com](http://www.harleyhouse.com)