



Harley House
Consultants Inc.

Strategic Communications In The Digital Age (HH-02)

Making Communicators Better Managers – Making Managers Better Communicators

Introduction

This three-session virtual course (or one-day classroom delivery) course is a blend of classic strategic communications theory with information and approaches to deal with current challenges and communications opportunities.

Through six fast-paced sessions, participants help define what “strategic communications” means in today’s context, look at the thinking process behind it, and learn how government departments are applying fresh and innovative approaches to current communications challenges through strategic initiatives and thinking.

Schedule

Day 1 (2 hours) Introductions & Individual Objectives
Session I – The Strategic Thinking Process in the Modern Government Context

- The six keys to effective strategic communications

Session II – Audiences and the Public Environment

- Trends in communication
- The government “trust deficit”
- Data sources and techniques

Breakout Group Assignment

Day 2 (2 hours) Session III – Case Study Presentations
Session IV - Creating Impact Through Alignment and Targets

- Formulating SMART objectives
- Staying on target
- Effective evaluation criteria

Session V – Maximizing Reach and Impact in the Digital Age.

- Building powerful, medium-specific messages
- The importance of being visual
- Partnerships and collaboration

Breakout Group Assignment

Day 3 (2 hours) Session VI – Case Study Presentations
Session VII – Communications Evaluation
Session VIII – Achieving Goals Through Creativity and Innovation
Review & Wrap-up

Overview

The training session makes use of a range of tools, to:

- Build understanding of the power of a strategic approach to communications,
- Establish the thought processes that lead to truly strategic advice and approaches
- Create communications plans that will succeed in a quickly changing communications environment.

Who Will Benefit?

Mid-level communications managers, account executives and communications advisors at the IS-3 to IS-6 level.

How Will You Benefit?

By learning to apply strategic thinking processes and approaches to modern challenges, you will produce better results for your department, improve your skills, expand your personal career options, and contribute to a positive appreciation of the quality of work performed by your communications organization.

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| 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) |
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| Schedule: | Venue: Virtual Delivery Classroom | Date: Negotiable TBD | Location: Remote National Capital Region |
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For More Information / To Register:

For more information, or to register, please contact Dale Harley at 613-882-5684 or at dale@harleyhouse.com
For more information about other Communications Training sessions visit our web site at www.harleyhouse.com