



**Harley House**  
Consultants Inc.

# De-Mystifying Messages (HH-07)

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

### **Introduction**

Considerable time is invested in formulating and obtaining approval of key messages for communications strategies and products (speeches, news releases, advertising, print and electronic media). This fun and dynamic three-session virtual course (or one-day classroom delivery) is designed to assist participants in developing messages that stick with the target audience and senior managers/central agencies.

### **Schedule**

- Day 1**  
(2 hours)
- Introductions & Individual Objectives  
Session I - Introduction to De-mystifying Messages
- The Good, the Bad, and the Ugly
  - W-5
  - Levels of Messages
  - Messaging Tools
- Session II - Types of Messages
- GOC, Corporate, Program Messages
  - Key/Lead Messages
  - Body Messages
  - Internal Messages
- Day 2**  
(2 hours)
- Session III - AIDA Model
- Intro to the AIDA Model
  - Exercise
- Session IV - Messages that Stick (SUCCESS)
- Intro to the SUCCESS Model
  - Exercise

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

- Day 3**  
(1 hour)
- Session V - Case Study Presentations
- Session VI - Review & Wrap-up

### **Overview**

Extensive use is made of case studies and tools to illustrate how communications messages can be effectively and efficiently developed within a federal government context.

Use is made of a series of tools to aid participants in drafting messages that will resonate with target audiences, while at the same time meeting the needs of senior managers and central agencies.

The course explores how to improve the effectiveness of messages and increase the rate of message approval.

Participants spend time working in small breakout groups to apply concepts and techniques to actual work-related assignments.

### **Who Will Benefit?**

Mid-level communications managers, account executives and communications advisors at the IS-2 to IS-5 level.

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

By adopting these approaches to message formulation, participants can improve the effectiveness of their communications messages and increase the rate of message approval.

### **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)