

Catalogue de : Communication

Sommaire

- 1 - Communication et management
- 2 - Développer une communication efficace avec son équipe et sa hiérarchie
- 3 - Communication de crise
- 4 - Concevoir et déployer le plan de communication
- 5 - Concevoir votre newsletter
- 6 - Dynamiser et démultiplier la communication interne
- 7 - Évaluer l'efficacité de vos actions de marketing et communication
- 8 - L'assistant(e) marketing et communication
- 9 - Le Chargé de communication
- 10 - Le Chargé de communication digitale
- 11 - Le Responsable Communication
- 12 - Les techniques d'écriture journalistique
- 13 - Optimiser vos relations avec la presse et les journalistes
- 14 - Parrainage, sponsoring, mécénat : mode d'emploi
- 15 - Renforcer l'impact des supports de communication
- 16 - Réussir manifestations et événements
- 17 - Réussir vos interviews grâce au média training
- 18 - Rewriting : enrichir et dynamiser vos articles
- 19 - La communication unifiée, usages et solutions
- 20 - Optimize your communication
- 21 - Développer sa voix pour mieux communiquer
- 22 - Stratégie de communication cross-media : créer des synergies gagnantes
- 23 - S'initier aux réseaux sociaux par la pratique
- 24 - Maîtriser les règles de l'écriture plurimédia
- 25 - Intranet : dynamiser votre communication interne

- 26 - Faire vivre son réseau social d'entreprise
- 27 - Chargé de communication, le métier
- 28 - Hôte/Hôtesse d'accueil standardiste, le métier viser l'excellence dans votre communication
- 29 - Savoir communiquer à l'oral et l'écrit
- 30 - Business Communication
- 31 - Professionnaliser son accueil client
- 32 - Storytelling : créer des histoires captivantes

Communication et management



COM-30 6 Days (42 Hours)



Description

In contexts where complexity and uncertainty predominate, managers must mobilize new skills to ensure their role as guide and pilot: relational skills are strategic for assuming these new roles. Being able to master your relational mode and find the right distance between affectivity and effectiveness is an expected and discriminating talent. This talent first requires the emergence of a quality relationship with oneself for an appropriate positioning towards others, in terms of respect and listening. The objective of this training cycle is to provide you with the tools to know yourself better, improve your communication with the team and obtain more pleasure and efficiency in daily management.

Who is this training for ?

For whom

Any hierarchical or transversal manager.

Prerequisites

None.

Training objectives

- Develop an effective relational style adapted to your context
- Strengthen your communication to improve your management
- Integrate the emotional dimension to master it
- Exercise and develop your interpersonal skills in daily management situations

Programme:

- Diagnostiquer son style relationnel de manager
- Développer son talent de communication
- Prendre en compte l'importance de la communication non verbale
- S'affirmer et communiquer avec efficacité
- S'entraîner à la communication dans les situations de management
- Identifier les émotions et leur impact sur la communication
- Exprimer ses propres émotions de façon adéquate

- Manager les situations de communication délicates
- Maintenir un niveau optimum de relation dans l'équipe
- Affirmer une posture de co-construction

Develop effective communication with your team and your hierarchy



COM-33 2 Days (14 Hours)



Description

This training emphasizes the effectiveness of the local manager in his relationships and communication with his team and his hierarchy. Thanks to the tools and numerous training sessions offered, it provides operational support for the manager in a training situation which promotes ownership. It allows you to work on the communication situations encountered by the manager in their professional environment. It provides concrete answers to questions: how to communicate effectively with your hierarchy and your team and how to adapt, convince, mobilize, listen, explain...

Who is this training for ?

For whom

Operational manager or project manager of any sector of activity.

Prerequisites

None.

Training objectives

- Succeed in your daily communication.
- Adapt your communication method to your different contacts.
- Develop your interpersonal skills in different management situations.
- Address delicate situations effectively.

Programme:

- Manager : mieux se connaître
- Développer de la flexibilité dans ses modes de communication
- Établir une relation efficace avec sa hiérarchie
- Transformer les entretiens individuels en leviers d'implication
- Dynamiser sa communication de manager
- Faire face aux situations délicates
- Certification

Crisis communication

**COM-30 2 Days (14 Hours)**

Description

Understand the crisis phenomenon to better prepare for it. Identify internal and external stakeholders. Prepare your organization. Ask yourself the right questions to deal with media pressure. Develop a response strategy. During this training, participants will learn to identify the pitfalls to avoid and the attitudes to promote, in order to secure the company's e-reputation.

Who is this training for ?

For whom

Any team manager who is experiencing or has experienced a crisis or uncertainty situation (merger, increase or decrease in activity, reorganization, pressure on results, conflicts, etc.) and who wishes to acquire the managerial tools to manage it better.

Prerequisites

- Be a team manager.
- Have experienced or been required to manage a crisis situation within their structure.

Training objectives

- Set up a crisis management system
- Recruit and train crisis unit actors
- Establish a communications strategy to deal with the media crisis
- Integrate social networks into your monitoring and communication strategy
- Manage your e-reputation
- Develop your personal ability to communicate effectively in a crisis situation

Programme:

- Période difficile ou crise : décrypter la situation de son équipe
- Réagir en leader face à une situation de crise

- Désamorcer les tensions et gérer les incertitudes
- Manager la phase « post-crise »

Design and deploy the communication plan



COM-33 2 Days (14 Hours)



Description

This training 'Design and deploy the communication plan' allows you to acquire a rigorous methodology for bringing communication to life, internally, externally and online.

Who is this training for ?

For whom

Responsible for external/internal communication, new to the role. Responsible for public relations, press relations. Communications Officer. Communications advisor, responsible for the agency budget.

Prerequisites

None.

Training objectives

- Have a methodology to assess communication needs and establish a diagnosis.
- Develop a communication plan consistent with the company's culture and strategy.
- Build a dashboard to manage the implementation of communication actions.

Programme:

- En amont du présentiel
- Identifier les grands principes de la communication
- Évaluer les besoins de communication
- Concevoir un plan de communication
- Planifier et budgéter les actions de communication
- Après le présentiel, mise en œuvre en situation de travail

Design your newsletter



COM-33 2 Days (14 Hours)



Description

Companies are increasingly using e-mailing to inform their customers or employees. To retain Internet users and transform your newsletter into a real online event, numerous graphic, technical and legal editorial rules must be taken into account. This newsletter design training gives you the knowledge to meet these constraints and create impactful newsletters and e-mailings.

Who is this training for ?

For whom

Responsible and responsible for communications. Marketing manager and collaborator. Internet/Intranet manager, editor and editorial manager. Web manager, webmaster. Anyone creating newsletters.

Prerequisites

None.

Training objectives

- Create a newsletter distributed by e-mail.
- Become familiar with the legislation in force.
- Design and build an editorial and graphic line for the newsletter.
- Become familiar with the legislation in force.

Programme:

- Aborder la conception de sa newsletter sous l'angle d'un média
- Élaborer la stratégie éditoriale de sa newsletter
- Rédiger le contenu
- Mettre en forme et concevoir le design de sa newsletter
- Assurer la diffusion de sa newsletter et gérer ses indicateurs de performance.

Energize and increase internal communication



COM-33 2 Days (14 Hours)



Description

What skills are needed to lead a network of communicators or correspondents? How to choose the right relays and establish the terms of effective collaboration? What pitfalls to avoid? What levers should we rely on? This training is designed to help you answer these questions and boost your company's internal communication.

Who is this training for ?

For whom

Responsible or responsible for internal communications. Executive responsible for steering, management and human resources management. Anyone in charge of internal communication within their organization.

Prerequisites

None.

Training objectives

- Identify the challenges of internal communication for the company.
- Create and lead a network of communication correspondents.
- Design an operating charter for the internal communication network.

Programme:

- Identifier les grands principes, les missions et les objectifs de la communication interne
- Intégrer la dimension humaine dans la dynamisation et la démultiplication de la communication interne
- Constituer et motiver le réseau de correspondants communication interne
- Concevoir la charte de fonctionnement du réseau de communication
- Activer à bon escient les différents réseaux

Evaluate the effectiveness of your marketing and communication actions



COM-30 2 Days (14 Hours)



Description

Long shunned by communication professionals, evaluation is now on the rise. How can we better design a suitable communication strategy? How can we judge the comparative effectiveness of different communication and marketing tools? What tools and indicators should you choose to measure the results of your actions? How to build dashboards to manage your communication plan by adjusting it responsively? In this training in communication management, you will find concrete ideas and tools to adapt to your needs and the characteristics of your company.

Who is this training for ?

For whom

Responsible for external, internal and institutional communications. Responsible for internal/external communications. Marketing product manager. Executive in charge of internal/external communication projects. Anyone responsible for managing communications.

Prerequisites

None.

Training objectives

- Develop key performance measurement indicators adapted to its actions
- Design operational dashboards
- Develop your SWOT matrix based on the environmental analysis

Programme:

- Choisir le bon outil d'évaluation
- Concevoir son tableau de bord
- Exploiter efficacement les résultats de ses actions

L'assistant(e) marketing et communication



COM-33 2 Days (14 Hours)



Description

Today the missions of a marketing assistant and a communications assistant are increasingly similar. To do this, the new assistant in the role must take stock of the challenges of communication and marketing, identify the specificity of the tools and techniques and strengthen their operational skills. The 'double hat' communications and marketing assistant plays a key role in the success of communications and marketing actions. This training focused on the fundamentals of the communication/marketing assistant profession is ideal for successfully taking up your position.

Who is this training for ?

For whom

Communication and marketing assistant new to the role. Assistant in charge of communications for his unit. Assistant Product Manager.

Prerequisites

None.

Training objectives

- Measure the challenges of corporate communication.
- Acquire a global and operational vision of marketing.
- Find your bearings in the panorama of on-line and off-line marketing tools.

Programme:

- Repérer les spécificités du rôle de l'assistant(e) au sein du service communication et marketing
- Préparer l'analyse et le diagnostic de communication
- La démarche marketing et ses outils L'analyse du marché et de son environnement. L'étape des choix et recommandations.
- Participer à la mise en œuvre et au pilotage des projets
- Travailler avec les partenaires extérieurs Rédiger un brief.

The Communications Officer



COM-33 2 Days (14 Hours)



Description

Have you recently taken on the role of communications manager? Or after a few months of practice, do you want to compare your experience and practices to those of other communications professionals? This communications manager training is designed to help you acquire the methodology and professionalism of a successful communications manager in a constantly changing world.

Who is this training for ?

For whom

- Newly promoted communications officer.
- Communications project manager.
- Any person taking up a position.

Prerequisites

None.

Training objectives

- Take ownership of communication issues in the age of the social Web.
- Identify the main traditional and digital communication tools.
- Manage communication projects.
- Evaluate the performance of communication actions.

Programme:

- Maîtriser les spécificités du métier de chargé(e) de communication
- Définir les besoins et les objectifs de communication
- Mettre en place des outils de communication
- Piloter et évaluer les projets de communication
- Travailler avec des agences de communication ou des freelance

The Digital Communications Manager



COM-30 8 Days (56 Hours)



Description

Digital is now omnipresent in the life of companies, shaking up their practices and methods. Communication professionals are at the heart of this upheaval which is an opportunity for them to develop their actions. The communications manager must be able to use traditional and digital communication tools wisely and integrate them into the company's overall communication strategy. This is the whole point of this training which gives a global vision while allowing everyone to discover and appropriate the new communication tools. The certification course is a real "plus" for anchoring and applying the knowledge acquired.

Who is this training for ?

For whom

Communications officer new to the role. Digital communications manager.

Prerequisites

None.

Training objectives

- Identify the operational challenges of corporate communication and digital communication
- Contribute to the definition of a digital communication strategy
- Acquire the methodology to design, manage and evaluate communication actions
- Work effectively with communication agencies and freelancers

Programme:

- Développer une vision claire des enjeux opérationnels de la communication
- Contribuer à la définition d'une stratégie de communication
- Collaborer à la rédaction d'un plan de communication et à la définition d'une stratégie de communication digitale
- Activités à distance
- Concevoir et piloter des projets éditoriaux
- Travailler avec des agences de communication et des free-lance

Image not found type unknown

Image not found type unknown

Image not found type unknown

Image not found type unknown

Image not found type unknown

- Développer les relations publiques
- Dynamiser la communication en s'appuyant sur les réseaux et les communautés
- Contrôler et évaluer les actions de communication

The Communications Manager



COM-30 9 Days (63 Hours)



Description

Digital revolution obliges, companies are forced to adapt and transform more and more quickly. The role of the communications manager evolves with these changes. It is no longer just a matter of producing planned and controlled messages but of engaging in a conversation with the company's audiences, while being a guarantor of the company's image and values. To succeed, the communications manager must demonstrate rigor, agility, listening and teaching skills. Ambassador of the transformation, he must generate the commitment of his internal and external contacts. Three major issues guide it: giving meaning, embodying the company's strategy and allowing internal and external stakeholders to get involved in the transformations; facilitate relationships of cooperation and trust between internal and external actors; contribute to the development of the activity by implementing on and off line communication tools and techniques. From the development of the communications plan to the deployment of actions, communication will no longer hold any secrets for you. This training cycle for the Communication Manager, in the age of social networks, provides all the tools to become the preferred partner of general management and operational staff. You have the techniques to analyze the communication challenges for your company, choose the right levers, carry out external and internal communication projects in the field, manage agencies and measure the results of your actions.

Who is this training for ?

For whom

Communications manager new to the role. Responsible for internal, external or global communications. Manager or communications project manager.

Prerequisites

None.

Training objectives

- Develop a clear vision of the challenges of communication in the age of digital transformations
- Build a communication strategy
- Acquire the methodology to establish a diagnosis and build a communication plan
- Design and evaluate communication actions
- Find your way in the panorama of communication tools
- Choose and manage external service providers

- Strengthen your oral effectiveness

Programme:

- Situer le rôle de la communication d'entreprise et du responsable communication, à l'heure des transformations
- Mener un audit de communication pour ajuster sa communication
- Faire du plan de communication un outil au service de la transformation
- Les nouveaux influenceurs
- Les clés des relations publiques
- Faire des salariés les ambassadeurs de l'entreprise (employee advocacy)
- Activités à distance
- Gérer la communication de crise
- Piloter les agences de communication
- Identifier les essentiels du droit à l'image
- Soutenir ses projets de communication à l'oral
- Activités à distance

Journalistic writing techniques



COM-30 2 Days (14 Hours)

Description

This training in journalistic writing allows you to approach the basics of journalism techniques. You will learn the 'tricks' of the journalist's profession: Structuring an article (the hat, the body of the text, etc.). Highlight the essential message (define the angle...). Acquire the rules of editorial readability (write short, dynamic sentences, etc.). This training, led by a written press journalist, will give you the keys you need to give style to your texts.

Who is this training for ?

For whom

Person in the company required to write increasingly impactful texts. In particular, employee of information-communication services wishing to discover journalistic writing techniques.

Prerequisites

None.

Training objectives

- Acquire the rules of journalistic writing
- Find an angle
- Identify the different journalistic styles
- Dress an item

Programme:

- S'approprier les règles de l'écriture journalistique Les bases du journalisme : le lecteur ; l'information ; le style ; l'habillage.
- Structurer un article
- Adopter une démarche d'écriture journalistique
- Écrire un article Les règles de lisibilité rédactionnelle.
- Rédiger des articles courts Brèves et filets. Habiller l'article

Optimize your relations with the press and journalists



COM-30 2 Days (14 Hours)



Description

Press relations are evolving and require integrating social networks into your communication strategy. Identifying bloggers and influencers, optimizing the presence of your brand or company on social networks, are the actions to be carried out on a daily basis by the press relations manager. This operational training will give you the tools to choose the social networks adapted to your environment, organize effective monitoring, find the right search engines.

Who is this training for ?

For whom

Communications manager. Press relations manager. Anyone responsible for communication, in relation to the written and audiovisual press.

Prerequisites

None.

Training objectives

- Understand the evolution of the media and relations with journalists
- Define a press relations web strategy
- Master the press relations tools on the internet: blogs, forums, social networks

Programme:

- Définir une stratégie web de relations avec la presse Intégrer les enjeux du digital dans la stratégie des relations presse.
- Travailler avec les journalistes
- Utiliser à bon escient les principaux outils des relations presse sur le web

Sponsorship, sponsorship, patronage: instructions for use

COM-33 2 Days (14 Hours)

Description

Sponsoring, patronage, sponsorship... Setting up partnerships cannot be improvised. This training allows you to identify the partnership system best suited to your strategy, your communication objectives and your budget constraints. You will discover the different fundraising methods, sponsorship strategies and how to promote them.

Who is this training for ?

For whom

Communications manager. Communication Manager. Sponsorship project manager for a company, a foundation or an association.

Prerequisites

None.

Training objectives

- Design and manage a patronage or sponsorship/sponsorship project.
- Find the ideal sponsor or sponsor and integrate their project into the strategy of the company or structure.
- Promote your patronage or sponsorship project/ sponsorship internally and externally.
- Evaluate the impact of your project

Programme:

- Identifier les caractéristiques du mécénat et du parrainage/sponsoring
- Monter un projet de mécénat ou de parrainage/sponsoring
- Promouvoir un événement
- Évaluer la réussite d'une opération et ses retombées

Strengthen the impact of communication supports



COM-34 2 Days (14 Hours)



Description

Print or Web, classic paper or Newsletter, the challenge remains the same: How to capture the reader's attention? In a context where collaborators and external targets are increasingly solicited, attracting the reader's attention is a challenge. It is no longer enough to create support in company colors for it to actually be read. Gradually leading the reader towards the text and the messages that the internal or external support must transmit to them is now a highly precise job. This training gives you the keys, techniques and tools to strengthen the impact of your communication media.

Who is this training for ?

For whom

Communications manager, editor-in-chief and corporate journalist, publications manager. Communication Manager. Person in charge of a company publication or participating in its development.

Prerequisites

None.

Training objectives

- Set up an editorial system.
- Arouse interest with content adapted to the reader.
- Master the fundamentals of journalistic writing.
- Apply the basics of Print layout.

Programme:

- Cadrer le projet
- Capter l'attention du lecteur 4 questions pour créer de l'attention. Mettre en place une structure pertinente. Évaluer la lisibilité des textes et des supports.
- Rédiger et éditer les textes Les principaux genres éditoriaux : éditorial, interview, brèves, reportage, dossier... S'approprier les fondements de l'écriture journalistique.
- Créer ou améliorer une publication imprimée
- Acquérir les bases de la mise en page

Succeed in demonstrations and events



COM-30 2 Days (14 Hours)



Description

Event communication is one of the critical tools for the company. If successful, it allows you to get closer to your customers, your employees and your shareholders. Today it integrates digital into its actions. During this training, you will master the key stages, from upstream organization to evaluating the impact of an event. You will take into account the challenges of event communication in the digital age.

Who is this training for ?

For whom

Responsible and responsible for communications. Responsible for event communications. Collaborator of marketing services. Communication assistant.

Prerequisites

None.

Training objectives

- Determine your event communication strategy
- Master the key stages of organization upstream to the final impact of an event
- Integrate new digital challenges and tools

Programme:

- Définir sa stratégie de communication événementielle
- Préparer sa manifestation
- Réussir sa communication autour de l'événement
- Gérer le jour de l'événement
- Évaluer les 'retombées' de l'événement

Succeed in your interviews thanks to media training



COM-30 2 Days (14 Hours)



Description

The media are essential in any good communication strategy. However, it is not always natural to express yourself with ease in front of a microphone, a camera or the audience of a press conference! Media training teaches the techniques used by professionals. It allows you to play on equal terms with them, avoiding their traps as well as mistakes made through lack of practice. Acquiring this know-how and assimilating journalistic constraints makes all the difference between a good and a bad 'paper', a good and a bad interview. This is the purpose of this media training training.

Who is this training for ?

For whom

Business manager, manager and senior executive. Director of communications, spokesperson. Anyone required to speak to the media.

Prerequisites

None.

Training objectives

- Understand the constraints of journalists to better convey your messages to the media
- Gain confidence and confidence during interviews thanks to filmed training sessions

Programme:

- Comprendre les journalistes
- Comprendre l'information
- Préparer l'interview
- Maîtriser l'interview L'attitude durant l'interview (la voix, le ton, les gestes...).
- Connaître les techniques
- Les règles

Rewriting: enrich and energize your articles



COM-30 2 Days (14 Hours)



Description

You are required to rework and lighten texts written by others. How to shorten and re-write without betraying? How to reformulate instructions and communicate in a simple way documents designed by others? What stylistic resources can be used to gain dynamism? Throughout this operational training, you will practice rewriting techniques in order to restore the information in a text in a clear style adapted to its reader.

Who is this training for ?

For whom

Communications officer. Communications manager in charge of press services or company newspapers. Internet/Intranet site manager. Press Officer. Anyone who has to reread and rewrite texts for their business or service.

Prerequisites

None.

Training objectives

- Shorten a text without distorting its point
- Estimate the possible enrichments of a text
- Improve the quality of a text both in substance and form
- Group and prioritize information
- Create boxes

Programme:

- En amont du présentiel
- Les principes généraux du 'rewriting'
- Respecter le style rédactionnel S'adapter au niveau de langage qui convient en fonction de son objectif de communication. Réécrire avec clarté et concision sans dénaturer.
- Restructurer un article

- Réécrire pour le web : du papier à l'écran Identifier les règles spécifiques de l'écriture pour le web.
Réécrire un contenu papier pour le mettre en ligne.
- Après le présentiel, mise en œuvre en situation de travail

Unified communication, uses and solutions



COM-33 1 Days (7 Hours)



Description

This training offers you an overview of all the new services offered by unified communications. It will allow you to understand how it works and take stock of the technical solutions on the market to choose and deploy the most appropriate ones for your needs.

Who is this training for ?

For whom

Anyone wishing to have a concise and precise view of the technologies and possibilities of unified communication in business.

Prerequisites

None.

Training objectives

- Master the basic knowledge of unified communication (concepts, vocabulary, actors)
- Understand the underlying technologies of a unified communication architecture
- Identification of QoS (Quality of Service) configuration elements
- Identify the technical market solutions

Programme:

- Définitions et concepts
- Les principales fonctionnalités et caractéristiques
- Sécurité
- La qualité de service (QoS)
- La Mobilité et la communication unifiée

Optimize your communication



COM-30 3 Days (21 Hours)



Description

How many times during public speaking, have you felt a gap between your words and your message in your interactions with others? This training period will provide you with an opportunity to greatly improve your skills in the art of communication: adapting your words according to the listener's profile, enhance your assertiveness, your empathy, mobilize your team, fuel your ideas with energy, strengthen your power of conviction, express yourself with ease, avoiding deadlocked situations.

Who is this training for ?

For whom

No special knowledge.

Prerequisites

None.

Training objectives

- Adapting your way of communicating according to the other person's profile
- Developing assertive behavior in interpersonal relationships
- Enhancing one's ability to persuade in order for your ideas to have impact
- Expressing oneself with ease in various types of intervention
- Avoiding deadlocked situations

Programme:

- Knowledge of the basic principles of communication
- Developing assertive behavior
- Know how to listen to one's discussion partner through non verbal communication
- Speaking with ease
- Selling your ideas
- Choosing the best channel of communication

Develop your voice to communicate better



COM-34 2 Days (14 Hours)

Description

Voice is a powerful communication tool. If your voice changes, is monotonous, if your tone does not support your speech, these are all barriers that you are putting up between yourself and others. By working on your voice, you will be more convincing, more authentic and better able to defend your opinions.

Who is this training for ?

For whom

Anyone who wants to develop their voice.

Prerequisites

None.

Training objectives

- Work on your voice to be more convincing
- Prepare for an oral intervention
- Express yourself fully through your voice
- Use visualization to reduce stage fright
- Synchronize your non-verbal communication with your voice

Programme:

- Communiquer
- Découvrir et apprivoiser sa voix
- Prendre conscience de sa respiration et de ses résonances
- Apprivoiser le trac
- Acquérir les techniques vocales qui font un bon orateur
- Jouer avec sa voix
- Synchroniser la voix avec le regard et les gestes

Cross-media communication strategy: creating winning synergies



COM-30 2 Days (14 Hours)



Description

This very practical training will allow you to structure and make your communication strategy coherent on different media (print, Web, events, TV, radio, etc.). You will learn to develop real synergies and generate added value by taking advantage of their respective specificities.

Who is this training for ?

For whom

Communication directors and managers, anyone involved in the implementation of a cross-media communication strategy.

Prerequisites

None.

Training objectives

- Understand the specificities of cross-media communication Understand the complementarities between different media Design and implement an effective and relevant communication strategy with synergy between the media Measure the effectiveness of your cross-media communication actions and know how to optimize your strategy

Programme:

- Comprendre les spécificités du cross-media
- Définir les interactions et les synergies entre les médias
- Concevoir une stratégie cross-media
- Construire le concept créatif

Getting started with social networks through practice



COM-34 1 Days (7 Hours)



Description

This very practical course is particularly recommended for people who are new to the social web. It allows you to discover the main principles and uses of the collaborative Web and to become familiar with the management and administration tools of several social platforms.

Who is this training for ?

For whom

Anyone wishing to familiarize themselves with the main social networks, in a professional context or for personal use.

Prerequisites

None.

Training objectives

- Identify the challenges of the social Web and understand their principles.
- Master the vocabulary and uses of the social Web.
- Create and manage accounts on the main social networks.
- Improve your visibility on social networks

Programme:

- Comprendre le Web social et ses enjeux
- Utiliser Facebook et Twitter
- Développer ses réseaux professionnels avec LinkedIn et Viadeo
- Découvrir les autres plateformes collaboratives et leurs fonctionnalités

Master the rules of multimedia writing



COM-34 2 Days (14 Hours)

Description

This practical course will allow you to discover the specificities of writing for different media. You will learn to adapt your messages according to the objectives and target audiences, while ensuring overall editorial coherence.

Who is this training for ?

For whom

Responsible and responsible for external and/or internal communication, editors and collaborators of communication services.

Prerequisites

Regular practice of writing communication materials.

Training objectives

- Understand the specificities of a multimedia communication strategy.
- Design content that is consistent between media.
- Master the practice of writing specific to each media

Programme:

- Penser une stratégie de communication plurimédia
- Piloter un dispositif plurimédia
- Appliquer les règles de base de l'écriture journalistique
- Ecrire pour accroître sa visibilité
- Ecrire pour être lu ou entendu en fonction de chaque média

Intranet: boost your internal communication



COM-33 2 Days (14 Hours)



Description

Every day, a colossal mass of information arrives in the company, and it is necessary to manage and centralize it. This course will allow you to measure the assets of the intranet and will show you how to make dynamic content accessible and structure it automatically.

Who is this training for ?

For whom

Communication services employees. Intranet managers, internal communications.

Prerequisites

None.

Training objectives

- Understand users' modes of communication
- Choose content and define your editorial line
- Develop the attractiveness of the intranet
- Launch and animate your intranet over time

Programme:

- Mettre en place un intranet à dominante communication interne
- Choisir le type d'informations à mettre en ligne
- Développer un intranet utile et attractif
- Lancer et communiquer sur l'intranet
- Faire vivre et animer son intranet dans la durée

Bring your corporate social network to life



COM-34 2 Days (14 Hours)



Description

This intra-company training addresses the themes of internal communication, HR marketing and social relations, with an emphasis on the establishment of a socio-collaborative network. This approach constitutes a powerful lever for employee loyalty and the creation of synergy within the company. New technical solutions allow HR to assume the role of "community manager" serving the objectives of company 2.0. The training will allow participants to understand the challenges and advantages of a corporate social network and to optimize their internal communication through the analysis and improvement of their network.

Who is this training for ?

For whom

Directors, HR managers and assistants, HR project managers, internal communications managers.

Prerequisites

None.

Training objectives

- Know the challenges and benefits of a Corporate Social Network (CSR)
- Analyze and optimize the organization of the company's internal communication to promote the implementation of CSR.
- Develop a network to promote exchanges of practices and knowledge.
- Measure the impact of the "network" mode on organization and management.
- Put in place indicators to identify the constraints and requirements of your network working environment.

Programme:

- Définir la communication en réseau et son public
- Optimiser l'efficacité de la communication interne
- Choisir son réseau parmi les solutions du marché : identifier les attentes

- Lancer un réseau et le faire vivre
- Interférences entre les réseaux au sein de son organisation
- Promouvoir et agrandir son réseau

Communications manager, the job



COM-33 2 Days (14 Hours)

Description

This training will facilitate your taking up the role of communications manager, by focusing on identifying your role and your missions. It will also provide you with new tools and methods to acquire good methodological reflexes and design appropriate communication actions.

Who is this training for ?

For whom

Any person in charge of the company's internal and/or external communications.

Prerequisites

None.

Training objectives

- Understand the scope of actions of the function
- Develop events and public relations
- Master the rules of internal communication and writing
- Know how to write a brief to agencies
- Monitor and measure communication actions

Programme:

- Cerner les rôles et missions
- Concevoir sa stratégie de communication
- Développer les relations publiques
- Maîtriser les leviers de la communication interne
- Réussir ses communications écrites
- Travailler avec les agences
- Piloter et évaluer les actions de communication

Host/hostess receptionist, the profession aims for excellence in your communication



COM-33 2 Days (14 Hours)



Description

This training will teach you to master the essential tools for managing an effective reception, both face-to-face and over the telephone. It will provide you with the know-how and interpersonal skills necessary to be able to act as a true professional in all the circumstances of this hospitality profession.

Who is this training for ?

For whom

Receptionist or hostess, switchboard operator taking up a shift or working and wishing to improve their organization and efficiency.

Prerequisites

No special knowledge.

Training objectives

- Welcome, inform and direct customers and visitors face to face and on the telephone.
- Manage telephone traffic while respecting company standards.
- Deal with the most common reception situations.

Programme:

- L'accueil, un savoir-faire
- Hôte/hôtesse d'accueil : entre savoir-faire et savoir-être
- Les particularités de l'accueil physique
- Les particularités de l'accueil téléphonique
- La gestion des demandes simultanées
- Savoir gérer les situations délicates

Know how to communicate orally and in writing



COM-31 2 Days (14 Hours)



Description

Whatever your professional activity, you are expected to be both effective in writing and convincing orally. These are two major elements for good communication. Acquiring the methods and developing the key skills to perfect your communication is therefore essential to sustain your professional activity.

Who is this training for ?

For whom

Anyone wishing to optimize their written and oral expression: managers, project managers and any company employee

Prerequisites

- It is recommended to master the fundamental rules of written and oral communication

Training objectives

- Use clear and concise language in writing and speaking
- Use the right channels to highlight your ideas
- Practice an effective method of communication to strengthen your impact

Programme:

- Construire efficacement son message
- Prendre la parole avec fluidité et concision
- Rédiger de façon lisible et structurée
- Muscler sa compétence de recueil de l'information

Business Communication



COM-30 60 Days (Hours)



Description

Do you have limited time and want quick results, whether for you or for the immediate benefits it brings to your business? These are very intensive training courses for executives, managers, professionals and anyone who aims to develop their communication in English. The training simulates real-world situations and everything you learn quickly applies to your workplace.

Who is this training for ?

For whom

Any person who aims to develop their communication in English in the business field.

Prerequisites

None.

Training objectives

- Improve the fluency of oral expression
- Write commercial documents
- Improve ease of expression during meetings, presentations or negotiation discussions
- Use specialized sectoral vocabulary
- Improve the quality of telephone interviews
- Write commercial documents

Programme:

Professionalize your customer service



COM-31 2 Days (14 Hours)

Description

Welcoming a customer well means starting to build their loyalty. This training allows you to develop and put into practice the right tools and communication postures to quickly identify your customer's needs and respond to them in an efficient and courteous manner in a reception situation.

Who is this training for ?

For whom

This training is intended for any employee in contact with the public and/or using the telephone.

Prerequisites

Be in a reception situation.

Training objectives

- At the end of the training, the participant will be able to: Know the basic principles of communication Know yourself better to communicate better Decipher others to communicate better Remove misunderstandings Build a toolbox to communicate better

Programme:

- Comprendre les particularités de l'accueil téléphonique
- Connaître les meilleures techniques de prise en charge téléphonique
- Accueillir : règles de communication appliquées à l'accueil physique
- Gérer les réclamations : la communication interpersonnelle

Storytelling: creating captivating stories



COM-34 2 Days (14 Hours)

Description

During this two-day training you will learn how to write and bring to life successful storytelling, varying the narrative typologies.

Who is this training for ?

For whom

Anyone who uses storytelling techniques. Communications manager, journalist, community manager...

Prerequisites

None.

Training objectives

- Master the art of designing and telling a story in writing and orally, in order to serve your objectives.
- Acquire the essential techniques of impactful storytelling.
- Use emotions skillfully to fully captivate your audience.

Programme:

- Identifier les différentes applications du storytelling
- Acquérir les compétences et les techniques du storytelling.
- Etapes du storytelling
- Appliquer le storytelling dans les communications écrites et orales