

The keys to public and territorial communication



SP-41 2 Days (14 Hours)

Description

This internship will allow you to understand the issues and specificities of public and territorial communication. It will show you how to establish your communication strategy (crisis management, responsible communication, etc.) and choose the most suitable actions and supports.

Who is this training for ?

For whom

Executives called upon to take responsibility for public and territorial communication, anyone having to write articles, press releases, information notes, HR or training executives.

Prerequisites

Aucune

Training objectives

- Know the specificities of public communication and understand its differences with corporate communication
- Implement an institutional communication strategy adapted to its audiences
- Decrease your strategy into operational objectives
- Pilot your actions and evaluate the results
- Manage communication crisis

Training program

Connaître les enjeux de la communication publique et territoriale

- Citizen communication, politics and participatory democracy.
- From the first state campaigns to the Internet: 30 years of evolution.
- The law of public communication.
- Exchanges Brainstorming on the specificities of public and territorial communication.

Concevoir sa stratégie de communication publique

- Analyze the policy of the public organization, the different actors and issuers.
- Identify and prioritize internal and external stakeholders.
- Define your objectives: communication information, financial, influence or prescription.
- Practical work Diagnosis of the existing situation and definition of priority communication objectives.

Choisir ses actions et ses supports de communication

- Plan internal/external communication actions.
- From publishing to new media: overview of different media.
- Manage relations with the press.
- Practical work Construction of your action plan and choice of media.

Animer ses différents supports

- The animation cycle.
- Write effectively: essential message, construction of articles, style.
- Ensure internal/external consistency.
- Practical work Writing articles.

Intégrer RSE et développement durable dans ses pratiques de communication

- The technical report on sustainable development (art. 255).
- Communication around Agenda 21.
- The responsible communication and purchasing approach.
- Practical work Exchanges on good and bad practices.

Maîtriser la communication de crise

- Identify the different types of crisis.
- Know the rules to respect and the pitfalls to avoid.
- Build an information and communication plan.
- Case study Analysis of seizure cases and their treatment.

Evaluer et adapter sa communication publique

- Why and how to evaluate? Evaluation methods and tools.
- Know how to adapt your communication.
- Practical work Construction of tables of piloting board.