

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.

Training program

En amont du présentiel

- A self-diagnosis.

Identifier les grands principes de la communication

- The fundamentals of communication: the communication approach.
- The dual mission of the communications manager: manage the communication function; advise and 'tool' the other functions.

Évaluer les besoins de communication

- The three stages of a communication audit: information collection methods; choice of the most suitable levers; evaluation and dashboard.

Concevoir un plan de communication

- Context and priority targets.
- Define measurable objectives.
- Choose the appropriate tools: managerial communication, public relations, publishing, social networks...
- Corporate social responsibility.

Planifier et budgéter les actions de communication

- Define the timetable and financial and human resources according to strategic priorities: quantify the resources necessary to achieve the communication objectives; develop the forecast budget and monitor the budget.

Après le présentiel, mise en œuvre en situation de travail

- Weekly advice to implement your action plan.