

PR & COMMUNICATIONS PROFESSIONAL DEVELOPMENT

SEPARATELY BOOKABLE SEMINARS

Driving and Enabling Internal Communications

28 & 29 March 2011 – Auckland
19 & 20 April 2011 – Wellington

Key Learning Objectives:

- Measure and bench mark the success of your internal communications
- Gain an understanding of the various communications channels available to your team
- Use technology to enhance your internal communications

Creating an Effective Strategic Communications Plan

20 & 21 April 2011 – Wellington

Key Learning Objectives:

- Craft your message to heighten its impact and produce maximum results
- Develop effective strategies for measuring each element of your total communications plan
- Determine which media will provide you with the best chance of reaching your audience

Facilitators:

Mariska
Mannes



Tom
Agee



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Conferenz 
Management Training

Driving and Enabling Internal Communications



Auckland
28 & 29 March 2011
Mercure Hotel

Wellington
19 & 20 April 2011
Intercontinental Hotel

Your staff are your organisation's most important assets - but do you communicate with them as well as you do your customers?

Do you have a strategy to make the most out of your communication to staff, internal customers and stakeholders?

Effective Internal Communications is an in depth, two-day training seminar which is designed to give communicators an applied understanding of what it takes to create and implement a successful internal communications strategy.

Internal communications – What is it?

- Examine the differences between internal communications and external communications?
- Who are your stakeholders and internal customers?
- Exercise: How is internal communications perceived in your organisation – where does it fit?
- How is the internal communications function evolving

Developing a strategy

- Why is an internal communications strategy important?
- Creating an all inclusive plan
- Ensuring communications has the right priority in your organisation
- What are their key messages and how do you wish to convey them?

Selecting the mode - What is the best way to communicate effectively?

- What communications channels are available to internal communicators?
- Effective written communications
- Developing an intranet as an internal communications tool
- What are the pros and cons of each channel?
- Choosing the best for the right situation

Implementing the strategy

- Communication
- Human Resource
- Timing
- Technology available to use

Measuring and benchmarking success

- Measuring status quo
- Establishing desired outcomes
- Measurement tools – the communications audit
- Reporting and following up
- Securing buy in

Communications and your organisations culture

- Information sharing of knowledge
- Commitment to effective communication
- Building and shaping culture through communication

Internal branding

- Researching your internal brand
- Developing an internal brand
- What is the mission and vision of your company and how can you communicate this?
- Measuring up – how do employees view your branding?

Employee engagement

- Fostering 2 way communications between employees and management
- Managing internal reputation
- Ensuring employee buy in

Communicating change

- Relationships between change management and internal communications
- How do you communicate change in a challenging environment (i.e. restructuring)?
- How do internal communications add value in a change situation?
- Case study: Communicating Change
- Minimising uncertainties and increasing employee motivation
- Dealing with internal rumours effectively

Cross cultural communications

- Communicating effectively in New Zealand's multicultural environment
- How to deliver a consistent message to employees across culture?
- Dealing with clash of cultural values & managing expectations and cultural sensitiveness

New technology and internal communications

- Social media, blogs, wikis and networking
- Podcasting and video casting
- What does the future hold?

Seminar wrap up, Q & A and group discussion

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Mariska Mannes



Mariska Mannes is the Director of Deliquo Communication and believes her clients deserve the best and works with them to produce communication programmes clearly focused for today's dynamic, evolving and ethnically diverse workplace.

Mariska holds a Masters of Management in Communication Management which she completed after returning to NZ after 10 years of travel.

Other Courses You May Be Interested In:

Multiple Priorities and Time Management
- March & April 2011

Powerful and Confident Presentation Skills
- April & May 2011

Creating an Effective Strategic Communications Plan



Wellington
20 & 21 April 2011
Museum Hotel

Effective communication is critical to your organisation's success. Many corporate and government organisations are excellent at taking action, but less confident about communicating with their various audiences.

A Strategic Communications Plan helps by organising your communications with a written blueprint for actions and activities: what, how, when, where, and to whom you should be communicating. Working sessions within this seminar will help you to develop a framework for a clear plan and approach. This will help your organisation to achieve its goals more effectively, by successfully promoting the identity and services of your firm.

Developing an effective communications plan that fits your organisation's strategic plan

- Understanding your corporate identity and establishing the goals
- Identifying target audiences and the necessary communication channels to reach them
- What should be included in your communications plan?
- Deciding on and incorporating the various communication channels
- Ensuring flexibility can be maintained
- Developing a communications plan to strengthen and protect your company's reputation

Effectively identifying your target markets

- Once you have established your goal, determine who the message should reach.
- Accurately defining your target audiences
- Consumer, business to business, and government audiences
- Understanding your full range of stakeholders
- Matching markets with the most suitable communication channels
- Using research to measure results: When, how and who?

Determining the most effective communication channels

- Deciding on the right communication channels for your plan
- Channels for getting the most bang for your advertising bucks: Print, TV, radio, cinema
- Mixing channels to reach your target audience
- Positioning against competition

Coordinating your internal and external communications to improve awareness of your services

The communication of information is the lifeblood of any organisation. Whether the information is shared internally – or presented as a release externally, it is essential that all members of the executive team deliver a consistent and aligned message.

- Understanding the internal communications process
- Realising and raising an organisation's communication capacity
- Protecting the domain of the communications professional: Aligning the organisational message across executives within the organisation
- Improving the quality of service through effective internal communications

Measuring and evaluating the impact of your organisation's strategic communications plan

- Developing measurable objectives and establishing benchmarks
- Advertising Value Equivalents

- Using feedback, interviews, focus groups, surveys and e-surveys to offer evaluation possibilities beyond the media
- Ensuring that the information gathered results in better business decisions
- Measuring the impact of specific campaigns

Building your corporate brand

Effective branding is of critical strategic importance. The brand serves as a focus for consumer and customer loyalties and captures the promotional investment put into it.

- Understanding the value of brands and branding: corporate and not-for-profit
- Discovering a framework for developing and managing strong brands
- Learning how to develop and sustain the competitive advantage of your brand
- Assessing brand value

Incorporating strategic public relations into your plan This session examines the strategic issues that lie behind successful public relations planning.

- Establishing a public relations strategy to support your marketing and corporate objectives
- Elevating the profile of public relations to 'reputation management' in your organisation
- How public relations activities can be aligned to the strategic objectives and cultures of your organisation
- Instant 'reputation killers' that impact negatively on the culture of an organisation
- Techniques for designing a public relations and communications campaign
- Techniques for using sponsorship to maximum effect

Execution: Putting your plan to work

A Strategic Communications Plan is a living document that can be modified and updated as systems change, projects are completed and goals evolve. Successful implementation will ensure that your plan will help to achieve company goals and objectives.

- Successful techniques for informing staff of the strategic communications plan
- How do you launch your company to a new audience?
- Preparing a comprehensive press kit
- Getting your timing right for implementing the plan



Tom Agee

Tom Agee is one of New Zealand's best known marketing educators, writers, speakers and consultants.

He has served on the judging panels of the annual Marketing Awards, Advertising Agency of the Year

and Pharmacy Today Awards. In July 2004 he was inducted into the New Zealand Marketing Hall of Fame for his long-term contribution to marketing in this country - only the fourth person to be so honoured.

Driving and Enabling Internal Communications

Creating an Effective Strategic Communications Plan



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SEMINAR: SD050/SE004 A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1st Delegate

Name (Mr/Ms/Mrs/Miss/Dr) _____
First name Last name

Position _____ Email _____

Driving and Enabling Internal Communications Creating an Effective Strategic Communications Plan

Select City
 Auckland
 Wellington

2nd Delegate

Name (Mr/Ms/Mrs/Miss/Dr) _____
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Position _____ Email _____

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Company Details

Company Name _____

Postal Address _____

City _____

Telephone _____ Fax _____

Approving Manager _____

Job Title _____ Email _____

Name of Booking Contact _____

Phone _____ Email _____

Course Details

For groups of 4 or more people contact Michael Earley (mike@conferenz) on 09 912 3610 to discuss group discounts or in-house training options

EARLY-BIRD SAVER

Register & Pay BEFORE date below*

FULL PRICE

Register & Pay AFTER date below*

Course	EARLY-BIRD SAVER	FULL PRICE
Driving and Enabling Internal Communications	\$1895 plus GST SAVE \$200 (7 Feb 2011*)	\$2095 plus GST (7 Feb 2011*)
Creating an Effective Strategic Communications Plan	\$1895 plus GST SAVE \$200 (3 March 2011*)	\$2095 plus GST (3 March 2011*)

TRAIN YOUR TEAM

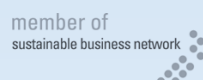
Register on any two 2-day seminars and save \$500 off the full price or on any three 2-day seminars and save \$1000 off the full price. For larger bookings call (09) 912 3610 or email mike@conferenz.co.nz to discuss further in-house or group training options.

Team Discounts

Any 2 Seminars: SAVE \$500 off total price*

Any 3 Seminars: SAVE \$1000 off total price*

(*total price will be based on early-bird or full price depending on booking date. Applies to two day seminars only)



HOW TO REGISTER

Step 1:

Phone us and we will take your registration over the telephone
TELEPHONE: (09) 912 3616

OR

REGISTER ONLINE: www.conferenz.co.nz **EMAIL:** register@conferenz.co.nz

OR

FACSIMILE: (09) 912 3617

OR

POST:

Send your registration form to:
 Conferenz Ltd
 Freepost 83430, PO Box 31 506, Auckland 0741

A tax invoice will be issued upon receipt of registration. **Payment must be received before the event to secure your place.**

Registration is for named delegate only and cannot be shared.

HOW TO PAY

Our preference is for you to either, direct credit or mail a crossed cheque.

Either:

DIRECT CREDIT

Direct credit to our bank account (please supply details of remittance)
 BANK: The National Bank, North Shore Corporate
 ACCOUNT NAME: Conferenz Ltd
 ACCOUNT NUMBER: 060273-0228588-25

PAY BY CHEQUE

Post a crossed cheque payable to Conferenz Ltd

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We accept most major credit cards. Please contact our office directly on (09) 912 3616 if you wish to use this method of payment, or register online for this event at www.conferenz.co.nz

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What happens if I have to cancel?

Should you be unable to attend, a substitute delegate is welcome. Alternatively, a full refund less \$300+GST service charge, per registrant, will be made for cancellations received in writing (letter, fax or email) up to ten working days prior to the event. Regrettably, no refund can be made less than ten working days prior to an event. Delegates are responsible for their own travel/accommodation bookings and no compensation will be made should the seminar be rescheduled or cancelled.

Please Note: Conferenz Ltd reserves the right to make any amendments that we may deem to be in the best interest of the seminar.

PRIVACY ACT - Please Note: Names recorded above may, from time to time, be provided to other organisations for the purpose of disseminating their product information by mail.

- I would like to change the details on my address label
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- I do not want to receive information from other organisations