

# Developing an External Communication Strategy

2 Days

BGEX

## OVERVIEW

This course is designed to equip participants to establish an effective strategy for external communication.

## DESIGNED FOR

Middle managers; other staff responsible for planning or structuring an external communication strategy.

## LEARNING OUTCOMES

By the end of this course participants will be able to:

- Devise a briefing and information campaign.
- Identify the most appropriate tools for use in the campaign.
- Explain the role of the stakeholders in the strategy.
- Brief appropriate parties and the media.
- Evaluate the success of the strategy.

## TOPICS COVERED

- Defining the target audience and their needs and benefits
- Defining potential partners and multipliers
- Use of the Information Networks
- Advertising and / or editorial coverage
- Selection of most appropriate tools
- Establishing criteria of success (evaluation)
- Information campaigns and tactics
- Coherence with other campaigns
- Briefing national, regional and international media
- The role of pressure/interest groups/NGOs
- Dealing with commentators / analysts / stakeholders
- Timing and gaining feedback

## EXTRA NOTES

*An equivalent course is available in Arabic and French. Please call us for details.*