



Strategic Communications: planning and strategy a one day workshop

Quality communications are key to survival. They make the difference between whether or not the right people understand your services and funders appreciate just how much you achieve. But only in the context of your business plan do communications really come into their own. That's when they become a means to an end rather than an end in themselves.

This workshop is designed to take you through the process of putting together a communications strategy step by step. You will learn how to get from your business plan to communications objectives, and by the end you will be in a position to write a full strategy for your own organisation. The ultimate outcome will be proactive, focused communications that are effective at getting your organisation to where it wants to be.

This workshop will cover:

- key elements of a communications plan
- setting communications objectives
- identifying your target audiences and key messages
- choosing your tactics
- thinking about resources
- evaluation.

The training is cross sector, multi agency and participative.

Who's it for?

Managers and staff responsible for, or who contribute to, planning activities in their agency or organisation

The details?

A one day workshop, starting 10am, finishing 4pm. Dates and venues are:

London 24/09/2010
Exeter 28/09/2010
Birmingham 21/10/2010
Leeds 28/10/2010

Cost

£30

Lunch is not provided

To find out more and book a place visit:

www.citizensadvice.org.uk/strategic_communications_workshops

N.B. This course is not designed to teach skills around specific communication activities (e.g. producing a newsletter or dealing with the media). Written guidance notes on a range of such activities can be found at www.asauk.org.uk/promotingadvice

