



P R I S A

Public Relations &
Communication Management

ESTABLISHED 1957

COURSE OUTLINE

Course	INTERNAL COMMUNICATIONS
Date	4 & 5 June, 2018
Region	Gauteng
Venue	TBC
Time	08:30 - 16:00
Registration	08:00 to start promptly at 08:30

Workshop Outline

Employees are the most valuable resource an organisation has and it is therefore important to communicate effectively to maximise their potential. Keeping them highly motivated, informed and loyal to the company's vision, goals and objectives through an internal communication strategy that is inclusive, free-flowing and tailored to obtain maximum participation, will help to fulfil a company's long term objectives. It is, therefore, important for the business communicator to be able to design relevant internal communication strategies and execute them successfully.



This two-day workshop addresses motivation, productivity and collaboration in-line with best practice principles and will help you to develop a toolkit of techniques for internal communication strategies, as well as everyday employee engagement.

Public relations practice involves the proactive management of employee communication as a two-way process, not only as instructions from management to employees, but also as constant feedback to management on how their messages are received.

The content of this workshop addresses:

- The basic theory of internal communication
- The importance of internal communication in creating employee commitment
- The design of an internal communication strategy
- Implementing and measuring the internal communication strategy

About the facilitator

Irma Meyer, sole proprietor of Executive Engagements, is responsible for corporate communication strategies within the specialist field of internal communication, brand engagement and stakeholder relationship management. She holds a Masters Degree in Communication from the University of Johannesburg and has a special interest in leadership communication and stakeholder relationship management.

Her Masters' dissertation was published as a book with the title of '*The significance of the CEO's Internal Communication Programme – the impact of CEO communication on employee commitment levels*'.

Irma worked for the Absa Group for 18 years where she gained valuable experience in the field of corporate communication.

She was ultimately responsible for the public relations programme of the executive directors and subsequently all the corporate communication strategies, incentive programmes, networking tours and events initiated by them. She lectured part-time at the University of Johannesburg. Currently she lectures and facilitates workshops at the Public Relations Institute of Southern Africa and is working on her doctorate degree, focussing on stakeholder relationship management.



Duration:	2 Days
CPD Points:	15
*Early bird PRISA Member:	R4800.00
Late PRISA member:	R5030.00
*Early bird non-member:	R5320.00
Late non-member:	R5600.00
PRISA registered student:	R2720.00
Accommodation NOT included in any of the fees Fees subject to change	

***Early bird: Book and pay before 5 May 2018**

Student and member fee rate/s only applicable if PRISA membership fees are paid in full at time of booking. The PRISA CPD programme adheres to the criteria required by SAQA for a recognised professional body. The programme is put together following the Global Alliance best practice professional development framework.


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Contact: Annah Jordan at annah@prisa.co.za or 011 326 1262