

## Complete Communications

An exploration of everything you need to know to build a clear, memorable and resonant message, for both internal and external audiences.

The course examines how to write internal reports that have real impact, adapting your message for external stakeholders and the public, paring and polishing the information into attention-grabbing presentations and speeches, and packaging your findings for the media, both conventional and social.

In this highly interactive course, Communications Consultant at the University of Cambridge, and former BBC News Correspondent Simon Hall, provides all the insights, tips and tricks you need to make sure your message hits the mark.

### Aim

To provide participants with a clear understanding of:

- Learning how to write internal reports that are comprehensive, but concise and memorable.
- Adapting internal reports for external audiences.
- Turning your reports into engaging and effective presentations and speeches.
- Securing positive publicity for your subject, department, managers and ministers by attracting favourable media attention.

## Methodology

The specific needs of the participants, gleaned from their pre training questionnaires, will shape the training.

A range of interactive scenarios, based on the working lives of the group in a range of high pressure exercises, will be used to illustrate and explore the points being made.

The sharing of participants' experiences, and group discussion and interaction will be encouraged, under guidance from the trainer to ensure focus.

We will build teams of our own to encourage competitiveness as we deal with rapidly changing situations and the pressures to which they give rise.

## Training methods and tools

- Presentations will outline each subject area, with questions and exercises to explore and investigate in more depth.
- To reflect real world situations, the exercises will include rapidly changing scenarios, designed to increase the pressure.
- Discussions will form a regular part of the day, with particular focus on participants' experiences.
- Two teams will be created, to compete in exercises, then share their experiences and learning.

## Sample Programme

### Agenda

- 10.00 – 11.15**      **Session one - Welcome and introductions.**
- The internal report
  - What do you actually want to say? Being clear on your narrative.
  - Planning how to get your message across with an effective, concise, pacy and attractive structure.
  - The importance of a strong start, detailed middle, and memorable ending.
  - Ensuring you convey all the required information..
- 11.15 – 11.30      Coffee break
- 11.30 – 13.00**      **Session two**
- The critical differences between internal and external reports.
  - How to adapt your report for stakeholders and the public.
  - Creating just the right message.
  - Anticipating the questions your report may raise, and answering them effectively in your narrative.
- 13.00 – 13.30      Lunch
- 13.30 – 15.00**      **Session three**
- Turning your work into engaging presentations.
  - Signposting what you're saying and making sure the message sticks.
  - The structure of a speech or presentation.

- The importance of memorable phrases and soundbites.
- Saying what you're going to say, saying it, then saying what you've said.

15.00 – 15.15      Tea break

**15.15 – 16.30      Session four**

- Attracting favourable media coverage.
- Turning your report into a press release which appeals to the media.
- Adapting your conventional media strategy for social media.

**16.30 – 17.00      Roundup, discussion and questions**