



Internal Marketing Communications



Internal Marketing Communications Course

This is a one day training course and workshop in which you will learn about the concepts, planning, channels and skills of internal marketing communications.

Learning Outcomes

At the conclusion of this course, participants should be able to:

- Understand your organisations vision, mission, brand and brand identity
- Identify objectives for your internal marketing
- Recognise and develop your organisations internal voice
- Identify the target audiences
- Identify the best mix of channels for internal communications
- Plan and schedule your internal marketing strategy
- Understand how to create engaging communications

Suitability - Who should attend?

This course is designed for anyone in a business or organisation who wants to develop their understanding of effective internal marketing communications.

COURSE OUTLINE

- What are Internal Communications
- Why we need to invest in them
- Engaged staff characteristics
- How can you get staff engaged?
- Employee Value Proposition (EVP)
- Audiences for internal marketing communications
- Who's Job is it?
- Understanding your organisation
- Understanding your Brand
- Your Vision & Mission
- Values & Objectives
- Communication Channels
- Your Internal Voice
- Creating Content
- Overcoming Obstacles
- Measurement

Timing: 9.30 to 4.30 (Lunch 45 minutes)



No more than 6 Delegates

5 Star Rated courses

Practice led learning

3 months online support

Lunch & refreshments provided

Private & One to One courses

We offer private and one-to-one courses throughout the UK. Please email or call us with your preferred venue, number of delegates and any requests.

0161 226 6032
info@mtraining.c.uk



Our interactive practical courses and learner centred approach, combined with small class sizes, provides the very best learning environment