

Comms Strategy 101

Develop a Communication Strategy

This course covers the core principles of planning and writing a communication strategy. Learn how to set realistic goals for your communications exercise, identify key messages and the best communications tools and channels to reach key target audiences. Develop your own strategy during the day and learn from those who've run campaigns that work. Compare your strategy with our reference library of ones others have developed.

Topics include:

- The role of the communication strategy – and determining if you need one and who approves it.
- Setting objectives and developing key messages.
- Identifying target audiences and key stakeholders
- Choosing appropriate tools and channels
- Timelines, budget and evaluation

To book →

Please fax completed form to 02 6295 7066.

