Media Range Communication Training Project 2017

...building future-fit communication Professionals



MEDIA RANGE COMMUNICATION TRAINING PROGRAMME

INTRODUCTION

The 21st century has been marked with rapid changes in communication theories and practice. In Nigeria, the continuously changing technological as well as socio-economic landscape continues to influence the nature and application of communication within organisations (government, commercial and even non-profits) and externally.

The purpose of communication skills training is to improve the ability of team members to inform and persuade - key functions within any organisation. Communication remains a core skill for professionals in every sector.

Our broad range of communication training courses enhance team members' verbal and written communication skills as well as brand management and marketing communication effectiveness leveraging on practical techniques and real-life experiences.

The project has the overall goals of helping participants to:

- Fill gaps in their knowledge and skills to improve your performance
- Develop their knowledge and skills to achieve career progression
- Gain background information about their chosen career
- Improve promotion opportunities or transition to a new profession
- Show their commitment to lifelong learning and continuous professional
- development
 Help build resumes

METHODOLOGY

The courses use a mix of interactive techniques, such as brief presentations by the facilitators and the participants, role plays (rehearsed and impromptu) individual and group feedback and post-classroom session online evaluation and mentoring sessions.



FACILITATORS



ALIYU MA'AJI

HCIB, anipr, ipra, rpa (Ma'ajin Zazzau)

liyu Ma'aji is an experienced journalist, certified marketing communications specialist and experienced relationship, people and business manager. He is currently General Manager, Group Communications and Government Affairs at TGI Group; an international multi-sector investment and holding company with diversified interests in Nigeria, and several other emerging markets. In his current role, Aliyu became a member of the National Cotton Textile & Garment industry (CTG) Policy Committee and was part of the 5man technical team which drafted the final clean copy of the national CTG policy/strategy master plan submitted to the President of Nigeria in mid-2015.

Aliyu's primary competencies include communication planning, implementation and evaluation, corporate reputation risk management, product and brand positioning and people/resource administration.

Heisthe former Managing Director of Reputation Capital, an Abuja-based integrated communications consulting firm that was founded by him in early 2014; the Board of which he now chairs. Reputation Capital were the pioneer consultants of record for ANED (Association of Nigeria Electricity Distributors), and presently consultant of record for Monsanto Agriculture Nigeria and Nigeria's Bank of Agriculture, as well as other local companies.

Prior to establishing Reputation Capital, Aliyu had joined Unity Bank plc in October 2008 as Head of Corporate Communications, a position he held until mid-2013 during which time he was responsible for driving/managing/delivering a capital intensive (60-man) employee acculturation/corporate rebranding project and another (17-member) communications team building, training and restructuring program. He also developed and implemented the marketing communications strategy/plan for the bank's multi billion Naira recapitalization programs.

He has been actively involved in several other policy advocacy initiatives, business development projects and governmental policy reviews and PPP think-tanks at ministerial levelscutting across the agriculture, industry and finance sectors of the economy.

He attended Bayero University, Kano, between 1993 and 1997, where he received his bachelor's degree in Mass Communications (with a print journalism concentration and double minor in English and Political Science). After, his NYSC service, Aliyu became a Senior Correspondent, in Lagos, for the Kaduna based Weekly Trust newspaper. He gained rapid promotion to become, in 2000, a member of the first editorial team and the pioneer Group Business and Economy Editor of Daily Trust newspaper in Abuja.

Aliyu has traveled widely and attended professional Master-Class courses in Communications, Business Management and Leadership in Europe, West, East & Southern Africa, Asia and Australia. His professional memberships include; CIBN, NIPR, APCON, and IPRA.

FACILITATORS



CRISPIN ODUOBUK

rispin is a Communications practitioner who has been involved in managing the communications needs of a major Nigerian bank and the Nigerian affiliates of three International Non-governmental Organisations. He is an award-winning creative writer and his editorial and writing services have been used by several NGOs and others.

Additionally, Crispin has held senior editorial positions in the Media Trust Newspapers group and other media organisations, including the BBC World Service Trust where he functioned as a contract writer and script editor.

His competencies include bespoke communication strategy development, development communications, generating effective press releases, organising and coordinating press conferences, developing advocacy strategies, event management, excellent writing and editing skills and monitoring corporate brand adherence.

Among his recent professional engagements Crispin served as a Communications Consultant tasked with producing stories of change in four states of ActionAid's DFID-funded Strengthening Citizens' Engagement in the Electoral Process (SCEEP) project.

He currently serves as In-house Communications Consultant at ActionAid Nigeria; as an Editor contracted to rewrite field reports to reflect success stories in the areas of improving access to clean water and sanitation, women vocational skills acquisition, and enrolment and retention of girls in schools and as Editor of ActionAid Nigeria's 2015 Annual Report (May, 2016).

He is also a Communications Consultant in the Partners West Africa Nigeria Rule of Law and Empowerment Initiative (PWAN ROLE Initiative) and was responsible for rewriting and finalising PWAN ROLE Initiative's Desk Review of the Nigerian Judiciary 1999 - 2016.

A best graduating student of Literature-in-English from the University of Abuja, he also has a certificate in supervisory training from the Banker's Academy of New York.





OLADEJI VICTOR BAMIDELE apra

CHRIS TION arpa, anipr

ladeji has a passion for training. He is the Director of Animation for Africa, a forum that is socially responsible for the development of Animation and Visual effects in Africa via networking, training and capacity building.

He studied Civil Engineering before signing up at the Media Village, Kalk Bay, Cape Town to train in 3D communications as an animator. After working on several projects with South African animation houses like Character Matters Animation Studio, Ambient Animation Studios, Telegenic Production amongst others, Deji also worked with the likes of Tom Roth (Disney) and Eric Lessard (Dream works) among other South African animators.

He has also been privileged to study at some of the best institutes in Nigeria such as Philip Consulting and Pan African University (now Pan Atlantic University). He has worked with some of the best in the visual effect and animation industry.

His work experience includes years he at Unity Bank Plc where he functioned in the role of External Communications and Brand Officer contributing in major projects such as the rebranding and re-positioning the bank in 2009 as well as in the Bank's MasterCard Roll-Out project. After his voluntary exit from the Bank, Deji set up one of the now top Advertising agencies in Abuja – Castle Media Limited. hris, a former Special Assistant to the Honourable Minister of State for Foreign Affairs, is the Managing Partner at BohoMedia Limited, a through-the-line brand communications management firm, in Abuja.

A dynamic teacher, **Chris** has groomed a generation of reporters at the International Institute of Journalism where he teaches Communication Skills as a Resource Person. He is the publisher of benuepage.net, a Benuecentric online newspaper and a co-founder of heartofyourbusinessng.com.ng.

He is a member of the Advertising Practitioners Council of Nigeria (APCON), the Nigeria Institute of Public Relations (NIPR) and the Nigerian Union of Journalists (NUJ). He has a degree in English and Literary Studies, a P.G.D. in Education and is a Media Arts graduate student at the University of Abuja. He has attended several professional trainings in online journalism and social media management.

FACILITATORS



NDU PAUL EKE

rpa, mnipr, apra

du is a communications specialist with immense exposure in virtually every aspect of marketing, branding and reputation communications as well as print and broadcast journalism.

He is an alumnus of the Reputation Institute of New York (the world's leading consulting, research and training institute in Reputation Management) and has had strong exposure and work on Strategy, Corporate Alignment and Reputation Management.

Ndu is a Journalism graduate, professional member of Nigerian Institute of Public Relations (MNIPR), Registered Practitioner in Advertising (rpa), Associate Member of the Chartered Institute of Administration (ACIA), Certified Service Professional as well as member of the International Association of Business Communicators, IABC. He also holds an MBA in Marketing & Management of University of Calabar.

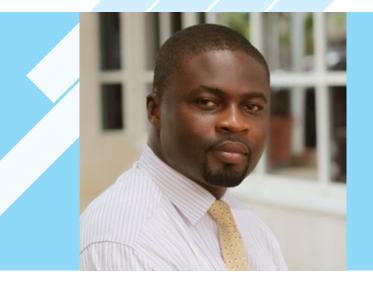
He further studied Computing & Management at the University of Lagos, Computer Centre.

He was erstwhile Head of Corporate Affairs of CentrePoint Bank Plc and served on the technical team that delivered the corporate renewal programme of the Bank in 2004.

He was also Corporate, Brand & Marketing Communications Manager of Unity Bank Plc between 2008 and 2012, and was the Head of Secretariat of the Technical Team that delivered the corporate renewal and the rebranding project of Unity Bank Plc worth more than N3billion in 2009.

Ndu was at various times State House Correspondent at the state and federal levels during which he covered the inauguration of Chief Emeka Anyaoku as the first black Secretary General of Commonwealth in Harare, Zimbabwe, 1992. At the Imo Broadcasting Corporation (IBC) Owerri, Ndu served as Imo State Government House Correspondent and was in the Corporation's Features & Documentary and Outside Broadcast Teams in the 80s. He was Lagos City Editor of The Statesman Newspapers from where he moved into investment banking in 1993.

FACILITATORS



HASSAN ABDUL

anipr

assan's experience in communications cuts across Print and Digital Journalism, Integrated Marketing Communications, and Bespoke Communications Strategy Development and Execution.

He is the CEO of Media Range Limited, a Brand Management and Integrated Marketing Communications Consultancy based in Abuja. He is a member of the World Association of Newspapers and News Publishers (WAN-IFRA), the Nigeria Union of Journalists (NUJ) and also a member of the Nigeria Institute of Public Relations (NIPR).

Prior to his current role at Media Range, he was Head of Marketing Communications and Publications at Unity Bank Plc and also doubled as the Bank's Head of Media and External Relations. He had also worked previously as Online Editor of Media Trust Limited, publishers of Daily Trust Newspaper, for 6 (six) years.

He holds a Bachelors of Arts Degree in Mass Communications from Bayero University, Kano and a Certificate in Creative Design and Digital Communications from the School of Media and Communications (SMC), Pan-Atlantic University,

Lagos.

Hassan takes on assignments for business leaders and corporate entities that deliver communications strategies, tactics, processes, counsel and coaching that drive the efficiency and effectiveness of communications, for corporate reputation, brand building, marketing and sales. He is also adept at delivering corporate brand and reputation building strategy for organisations anywhere in their lifecycle from start up to multi-billion naira entities and in doing so, helps build and transform the right internal and external resources to work on your challenges.

His competencies are in Communications Advice; Corporate Brand Strategy; Engagement strategy; Communications Function Development; External and Internal Stakeholder Engagement leadership; Audience dialogue (to build trust and reputation); Team development (to drive energy, alignment and motivation); Training and Coaching in communications (from leadership to the front line) and New Media Integration in communications strategy development and execution.

2017 TRAINING CALENDAR

Course		Date
PBS 601	Public Speaking	20th - 21st April, 2017
DNM 610 INC 601	Digital News Management Internal Communication	4th -6th May, 2017 18th - 19th May, 2017
EBW 603	Effective Business Writing	22nd - 23rd Jun, 2017
MNC 604	Managerial Communication	13th - 14th Jul, 2017
BMT 605	Brand Management (Basic)	20th - 21st Aug, 2017
BMT 606	Brand Management (Advanced)	14th - 15th Sept, 2017
PR 607	Public Relations	12th - 13th Oct, 2017
DNM 610 AMC 608	Digital News Management Advertising & Marketing Communications	2nd - 4th Nov, 2017 16th - 17th Nov, 2017
LC 209	Leadership & Communication	7th - 8th Dec, 2017

07

MRC 601

PUBLIC SPEAKING

COURSE OUTLINE

INTRODUCTION TO PUBLIC SPEAKING

- Becoming a Public Speaker
- Managing Speech Anxiety
- Analysing your Audience
 - The Importance of Listening

PREPARING YOUR SPEECH

- Introductory speeches
- Informative speeches
- Persuasive speeches
- Special occasion speeches

ETHICAL PUBLIC SPEAKING

- Ethics and ethical standards
- Avoiding plagiarism

USING PRESENTATION AIDS IN THE SPEECH

- How to Turn Data Into Compelling Visual Presentations
- Types of Presentation Aids
- Functions of Presentation Aids
- Tips for Using Presentation Aids

WHAT THIS COURSE IS ABOUT Confident public speaking is an expected norm for today's executive. This course is designed to help team members become more effective and confident public speakers. We will demystify the process of writing, practising, and performing a clear and engaging speech, work through the unique traits of oral versus written communication, and learn how to prepare speeches that are easier to deliver orally and understand aurally.

One of the best ways to refine speech ability is through a close study of others' speeches. We will have a number of opportunities to examine and discuss sample speeches and speakers. Growing out of our analysis of speakers, we will discuss who can be held up as a model speaker and analyze what makes that speaker effective.

WHAT YOU WILL LEARN

- · Design and deliver basic arguments clearly
- Design and deliver informative presentations clearly
- Design and deliver complex arguments persuasively
- Speak confidently with appropriate rate, projection, movement, and vocal variety
- Evaluate and critique speeches insightfully

WHO IS IT FOR?

- Top and mid-level management staff
- Team members with little or no public speaking experience who understand that public speaking skills are a key ingredient of success.
- Managers, executives or team members with prior public speaking experience who need to improve and learn new methods for achieving greater success.

COURSE FEE: N40,000

*10% Discount available for early registration and group bookings

INC 602

INTERNAL COMMUNICATIONS

PRINCIPLES OF INTERNAL COMMUNICATIONS

- Strategic role of internal communications
- Principles of change management
 - Rationale for investing in internal communications and business benefits

EFFECTIVE INTERNAL COMMUNICATIONS - EMPLOYEES AS YOUR AMBASSADORS

- Building Better Work Relationships: New Techniques for Results-Oriented Communication
- Communicating Up, Down and Across the Organization

INTERNAL COMMUNICATION PLATFORMS AND CHANNELS

- Internal communications systems and processes
- · Internal projects and campaigns
- Online internal communications: intranets, internal blogs, social media
- Face to face: team meetings, staff events etc.

RESPONDING TO CONFLICT: STRATEGIES FOR IMPROVED COMMUNICATION

- Conflict and Criticism
- Developing a crisis management team
- How to structure a crisis communications plan
- Managing Employees and Stakeholders
- Making tactical decisions under pressure

WHAT THIS COURSE IS ABOUT

An organisation's success depends on the ability of its people to co-operate, collaborate and work seamlessly, appearing to the world as a single entity. This can be a major challenge. Pressures of time and money, internal structures, geographical distance, differing KPI's and more – all serve as blocks to effective business relationship management and productive collaboration.

Also, to ensure that our people are aligned with the positioning and image of our company, our staff must buy-in on our image and brand before we can reach out to the external audiences like our clients, customers, investors and resources. Our staff are our brand partners and they need to be in part of the communications team. Participants will be exposed to critical internal communications keynotes.

This course, focuses on how to build trusted relationships with colleagues and other stakeholders that enhance an organisation's relationship capital as well as platforms that can help achieve this. It also focuses on how the team can be harnessed to deal with crisis.

WHAT YOU WILL LEARN

- Building rapport, trustworthiness and understanding
- Increase self-awareness
- Identify and embrace different working styles and personalities
- Understand who your stakeholders are and the best ways to influence them



WHO IS IT FOR?

- Organisations that need to build long-term, trust-based relationships.
- Team members involved in client and stakeholder facing work
- Internal support functions whose effectiveness is dependent on the quality of the relationships they have with those they work with and support
- Team members in the first few years of their internal communication career
- Individuals considering a career in internal communication or are working in a related field (e.g. media relations, event management, CSR or public affairs).
- Individuals considering a career in internal communication or are working in a related field (e.g. media relations, event management, CSR or public affairs).

COURSE FEE: N45,000

EBW 603

EFFECTIVE BUSINESS WRITING

*10% Discount available for early registration and group bookings

BUSINESS WRITING SKILLS

- Writing in business settings
- Writing formal and informal reports
- Writing presentations
- Writing proposals
- Writing blog posts

EDITING YOUR BUSINESS WRITING EFFECTIVELY

- Planning and organising your business writing
- Style and language choice
- · Grammar and punctuation review

PROFESSIONAL EMAIL WRITING

- · General principles of professional email writing
- Informal vs. formal style in email writing
- Presentation of emails
- Email writing etiquette

EDITING AND PROOFREADING SKILLS

- Editing or proofreading: what's the difference?
- Basic editing techniques
- · Consistency and style names, numbers, dates, capitals, terminology
- Proofreading the final check
- Proofreading methods

WHAT THIS COURSE IS ABOUT

Effective writing is a powerful tool in any environment. This course is geared towards today's professionals especially within the reality that solid writing skills are more important than ever before.

Learn how to articulate your thoughts in a clear and concise manner that will allow your ideas to be better understood by your readers. Improve your professional writing skill by learning to select and use appropriate formats for your audience, use the correct medium

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and adjust your writing style accordingly, as well as identify your objective and communicate it clearly.

You will also learn to spot, correct and avoid the most common writing pitfalls, and gain valuable experience analyzing, writing and revising a wide spectrum of business documents. From a simple inter-office memo to a twenty-page business proposal, learn how to put good business writing to work for you.

WHAT YOU WILL LEARN



- Writing for a specific context, audience, and purpose.
- Choosing the right level of formality for that context.
- Choosing the right structure (or template) for the task at hand.
- Writing jargon-free communications that are clearer and more concise.
- Self-checking for content, structure, expression and style.

WHO IS IT FOR?

- Early or mid-career professionals who need to learn or improve their core skills in business writing.

- Technical people moving into managerial roles
- People returning to the workforce after extended leave
- Office managers wanting to adopt current best practice in their workplace.
- Communication team members

- All staff members involved in writing any form of material to be used within or by the organisation.

COURSE FEE: N40,000

MNC 604

MANAGERIAL COMMUNICATION

*10% Discount available for early registration and group bookings

INTRODUCTION TO MANAGERIAL COMMUNICATION

- Importance of managerial communication
- Characteristics of managerial communication
- Barriers to managerial communication
- Verbal and nonverbal communication
- The impact of technology on communication

MANAGERIAL COMMUNICATION SKILLS

- How to Communicate with Diplomacy, Tact and Credibility
- **Getting Results Without Authority**
- **Developing Your Emotional Intelligence**
- Assertiveness Training
- Conflict Management and Inter-cultural Communication

MANAGERIAL COMMUNICATION AT WORKPLACE

- Transforming Client Challenges Into Successes
- Managing Emotions in the Workplace: Strategies for Success
- Building Better Work Relationships: New Techniques for Results-Oriented Communication

IMPROVING MANAGERIAL COMMUNICATION

- Negotiating to win
- Mastering the art of critical conversations
- · Establishing positive relationships and ending conflict
- Responding to conflict: strategies for improved communication

WHAT THIS COURSE IS ABOUT

Managers achieve results through others and the ability to communicate effectively is a core management competency. All managers interested in improving the results they achieve through others will find this course useful.

The course will teach technical skills and necessary theoretical knowledge of managerial and leadership communication in specific organisational contexts. It will cover contemporary managerial writing, computer-mediated communications, interpersonal and group communication strategies, advanced business correspondence, reports, as well as oral presentations involving the discussion of strategy and data.

This course is designed to improve the participant's understanding of a manager's place within the organization and to provide an awareness of effective communication skills needed within an organization. The course will include a discussion of new organizational communication processes, status and power within an organization, sources of conflict within an organization and common communication methods used by managers within the organization.

WHAT YOU WILL LEARN

- The concept of communication within the organization
- Application of conflict management techniques
- Discuss cultural control, diversity and change
- Understanding and application of techniques of running effective meetings
- Facilitation techniques
- Principles of effective presentations to groups
- Basic principles of negotiation
- Principles of crisis communication
- Principles of external communication
- Concepts of leader-member relationships

WHO IS IT FOR?

- Executives who are interested in pursuing their careers in the communication and management fields.
 - Managers, supervisors and team leaders
 - Team members being prepared to take on supervisory roles

COURSE FEE: N55,000

**15% Discount available for early registration and group bookings

BMT 605

BRAND MANAGEMENT (BASIC)

BRAND OR BRAND?

- Foundations of brand management
- The Role Of Brand Management
- Aligning business, brand and behaviour
- Shaping your professional brand
- Measuring Brand Equity

BUILDING STRONG DIGITAL BRANDS

- Overview: The Brand As A Relationship
- · Brand building through digital media
- Digital branding and engagement
- · Developing And Maintaining The Brand
- Positioning Your Brand

WHAT THIS COURSE IS ABOUT

PERSONAL BRANDING

- How to build and manage your image
- Strategic self-marketing
- Get it right with powerful brand design
- Digital And Social Media

This course will help participant's face the major challenges of brand management and communication in today's world. From digitalisation to information overload, social responsibility, increasing consumer skepticism and the importance of accountability. It is focussed on helping to develop the skills needed to manage brands, getting them out there and keeping them future-proof!

It will also provide participants with a breadth and depth of knowledge in key areas of digital and personal brand management. Participants will be taught current theoretical digital and personal brand management concepts, marketing models, and tools, as well as new ways of analysing, assessing and developing strategies, campaigns and insights.

WHAT YOU WILL LEARN

- Understand the value of strong brands
- Learn how to create and position new brands
- Implement strategies to secure the survival of your brand
- Basic knowledge of brand extensions and co-branding
- Drawing up brand communication plans and understand the role of traditional and non-traditional communication channels
- Become a 'conversation manager', and strengthening your brand in the web 2.0 context

WHO IS IT FOR?

- Brand, Service or Marketing Managers in large companies or growing SMEs
- Brand Managers
- Account Executives or Account Directors in advertising or promotion agency.
- Professionals responsible for Marketing Communication
- Market Researchers or Marketing Consultants who like to keep their finger on the pulse
- Individuals interested in building personal brands to enhance marketability Individuals managing personal brands to enhance marketability
- Organisations that need to build long-term, trust-based relationships.

OURSE OUTLINE

- Team members involved in client and stakeholder facing work
- Internal support functions whose effectiveness is dependent on the quality of the relationships they have with those they work with and support
- Team members in the first few years of their internal communication career
- Individuals considering a career in internal communication or are working in a related field (e.g. media relations, event management, CSR or public affairs).
- Individuals considering a career in internal communication or are working in a related field (e.g. media relations, event management, CSR or public affairs).

COURSE FEE: N50,000

**15% Discount available for early registration and group bookings

BMT 606

BRAND MANAGEMENT (ADVANCED)

CORPORATE BRAND AND PRODUCT MANAGEMENT

- Building your brand portfolio
- Translating your brand into compelling customer experiences
- Equipping and engaging employees to deliver on the brand promise
- Creating a personality for your brand
- Managing A Damaged/Obsolete Brand

TRUE CONTROL: THE INTEGRATED BRAND MANAGEMENT PROCESS

- Choosing brand elements to build equity
- Brand Promise And Purpose
- Building your brand portfolio
- Brand identity: Creating brand names, custom logos & designs
- Knowing how to communicate your offering: Brand Architecture & naming.
- Launching new products and the challenge of managing their life-cycle

BRAND SUSTAINABILITY

- Employer Branding
- Brand standards
- Brand protection
- Brand delivery

WHAT IS THIS COURSE ABOUT?

This course takes a unique focus on branding from a business perspective. It is designed to lead participants into an understanding of the real business value of brands and teach them crucial practical skills needed to develop and manage brands professionally.

Participants will critique the design of global brands and learn how to get the best results from their creative agencies. Emphasis will also be placed on developing a solid knowledge of marketing management, so participants can oversee a brand in all channels.

Overall, it is an inspirational and creative course to help participants plan, build and implement a compelling brand from brief to creation and implementation, taking into consideration, the importance of determining the personality and character of the brand and how it influences the customer experience through employees and external audiences.

WHAT YOU WILL LEARN 🗸

- Gain an advanced understanding of the role of brand management and its relationship to functional marketing, product management and other key functions
- Strengthen your brand to develop and maintain deeper, longer lasting relationships with your customers
- Building brand equity that really adds to your bottom line

WHO IS IT FOR?

People interested in branding and the effective communication of the brand or have the responsibility to manage and instigate brand identity communications such as:

- Business owners
- Business managers and others wanting to become more knowledgeable about the role of their brand
- · Brand managers and those responsible for managing the function
- Product managers, product marketing managers and others responsible for marketing products
- · Design managers from both start-ups and established enterprises.
- Marketing executives
- Marketing managers
- Marketing directors
- Marketing managers
- Graphic designers

COURSE FEE: N50,000

*15% Discount available for early registration and group bookings

PR 607

JOURSE OUTLINE

PUBLIC RELATIONS

INTRODUCTION TO PUBLIC RELATIONS

- Public Relations: Understanding the Profession and Practice
- Functions of Public Relations
- Writing for public relations
- Ethics and professionalism
- Legal issues, communications effectiveness and research

MEDIA RELATIONS MANAGEMENT

- Meet the press: Mastering media relations
- Understanding media management
- Crisis management

PUBLIC RELATIONS AND POLITICAL COMMUNICATION

- Issues and stakeholder engagement
- Strategies and tactics
- Lobbying and building strategic alliances.
- Crisis communication

PUBLIC RELATIONS AS A BUSINESS

- The economics/business side of the public relations agency
- Relationship management
- Measurement of public relations objectives/campaigns
 - P.R. industry practice and application
 - Event planning and execution in public relations

PUBLIC RELATIONS TACTICS, TRENDS, AND SKILLS FOR THE FUTURE

- Technology and public relations
- Tools for public relations
- Social media for public relations

WHAT IS THIS COURSE ABOUT?

Every organisation, large and small, needs to communicate vertically and horizontally with different categories of stakeholders with an overall goal of maintaining healthy and positive relationships that help the organisation reach short and long term goals.

This course will help participants gain in-depth understanding of public relations writing, communication in an organisation for PR purposes, sponsorship and promotion to win and maintain stakeholders, managing internal and external public, persuasion, as well as strategies for integrating new media technologies to achieve PR goals.

It will also take participants through the rudiments of reputation management and teach concepts guiding ethical judgments about public relations. Participants will also develop presentation skills by pitching for demo consultancy projects.



- How to apply the fundamental principles of public relations
- How to plan and evaluate PR campaigns
- The relationship between PR and Marketing
- Understand how media relations are managed
- PR in the digital age

WHO IS IT FOR?

- Corporate communication executives
- Public relations consultants
- Marketing communications executives
- Government communicators
- Internal communications advisors
- Media relations managers
- Community relations managers
- Social media managers

COURSE FEE: N45,000

*10% Discount available for early registration and group bookings

AMC 608

COURSE OUTLINE

ADVERTISING AND MARKETING COMMUNICATIONS

FUNDAMENTALS OF ADVERTISING

- Introduction to marketing principles and concepts
- Understanding the Advertising Industry
- The Brand Product and Corporate branding

ADVERTISING STRATEGIES AND CAMPAIGNS

- Advertising campaign and strategy
- Account planning
- Copyrighting
- Creative development process

- Preparing portfolio & interview techniques
- Computer and creative designing skills
 - Art direction

MARKETING COMMUNICATIONS

- Integrated marketing communications
- Digital marketing communications
- Strategic account management
- · eMarketing
- Marketing communication issues in multicultural markets

WHAT IS THIS COURSE ABOUT?

This course provides training in the theoretical and practical aspects of modern marketing communications. The training is designed to focus on how the planning and creative processes work together to produce powerful campaigns. Participants will learn how to interpret market research data, develop strategies, design creative concepts, build digital campaigns, calculate media placement and other associated costs, estimate and evaluate campaign outcomes and engage in the media selling and buying process.

WHAT YOU WILL LEARN:

- RN: 🚺
- The entire advertising process, including: creative development, research, developing strategies, campaign planning, production, media planning and buying
- Producing content within the range of advertising genres
- Gain the ability to tell clients' stories with persuasive advertising
- Plan and develop campaigns on multiple platforms
- Develop instincts and strategic abilities while meeting deadlines in a professional and creative environment

WHO IS IT FOR?

- Business owners
- Business managers and others wanting to become more knowledgeable about the role of their brand
- · Brand managers and those responsible for managing the function
- Product managers, product marketing managers and others responsible for marketing products
- Design managers from both start-ups and established enterprises.
- Marketing executives
- Marketing managers
- Marketing directors
- Marketing managers
- Graphic designers

COURSE FEE: N50,000

**15% Discount available for early registration and group bookings

LC 609

LEADERSHIP AND COMMUNICATION

EFFECTIVE COMMUNICATION, EFFECTIVE LEADERSHIP

- The art of leadership communication made simple
- Leadership communication and innovation
- Project leadership, management and communications
- High impact communication
- Coaching and mentoring for improved performance
- Critical thinking and problem solving
- Communicating in crisis
- Leadership and negotiation skills

WHAT THIS COURSE IS ABOUT

This course will teach participants, how through effective communication, they can motivate action at every level and influence even the toughest executives, customers, subordinates and stakeholders.

The course will help participants discover how to exercise even greater influence, solve bigger problems and drive unprecedented performance improvements through superior leadership communication skills and the ability to adapt them to constantly changing circumstances.

The course is designed to teach participants how inclusive leadership and effective communication are intertwined and how to work through everyday communication roadblocks as well as strategies for creating space for transparent and authentic communication, where people across differences feel safe to speak up and share ideas.

WHAT YOU WILL LEARN

- How to apply breakthrough leadership and communication techniques to drive business value and become more powerful thought leaders
- Implement best practices for credibly influencing peers, managers, subordinates, and other stakeholders
- Explain how to effectively handle challenges such as delivering unpopular news, increasing team motivation and winning hearts and minds
- Communicate confidently in any environment, from spontaneous 'elevator pitches' to high stakes speeches and proposals that win commitment and cooperation
- Deliver powerful messages that lead rapidly to action, and control emotions when facing resistance and conflicts
- Maximize leadership effectiveness using electronic communication and social media strategies

WHO IS IT FOR?

- Executives
- Directors
- team leaders and

COURSE FEE: N50,000

- Managers seeking superior leadership training to strengthen their communication skills and help them achieve greater success at all levels of their organization

18

DNMP 610

DIGITAL NEWS MANAGEMENT

WHAT THIS COURSE IS ABOUT

The Digital News Media Project (DNMP) is an International Institute of Journalism (IIJ) - certified course. It is designed to enhance the practical skills of personnel in corporate organisations that generate content for their corporate digital media platforms or staff operating within newsrooms of whether strictly online platforms or traditional media houses with online editions.

The increasing uptake of the internet globally has seen a corresponding rise in its use as a publishing tool. With this, the centuries-old traditional media landscape has witnessed a shift in both method of delivery and a democratization of publishing power.

To a large extent however, the processes, values and ethics that have been a part of the industry for centuries has not been passed on with the same rapid pace leading to abuses of the responsibilities that come with publishing and a marked difference in quality of output.

As online news media begin to gain dominance and their impact grows stronger, the need to ensure that same ability is executed with professional responsibility has never been greater.

In addition, the characteristics of the audience that consume news online are somewhat different, shaped by the nature of the technology and the new culture of its users. This presupposed therefore that additional skills are required by professionals whose knowledge has been shaped by academic and field experience suited for traditional platforms.

DNMP will address knowledge, professional and ethical gaps with a view to improving the overall quality of online journalism in the country.

WHAT YOU WILL LEARN

- Dictating the narrative in a crowded media space
- How to quickly fact-check information in order to create news stories that are free of actual errors
- Writing news free of style, spelling punctuation, usage and grammar errors, as well as errors of omission
- Know how to locate and verify information for news and feature stories through the Internet and traditional sources.
- Integrate social media in news writing
- Write ethically responsible news stories/reports

WHO IS IT FOR?

- Online publishers
- News managers and producers working in print media houses that are building standalone digital editions
- Online editors
- Online reporters

COURSE FEE: N40,000

*10% Discount available for early registration and group bookings

ABOUT MEDIA RANGE

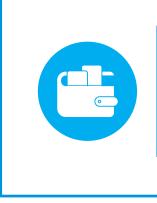
Media Range Ltd is a rapidly expanding communications company headquartered in Abuja, Nigeria.

We are dedicated to our principal services of providing communications strategy solutions through Adept, Bespoke and Creative communications solutions outputed through strategic communication, brand management, integrated marketing communications, media planning and buying, creative production and execution, publishing, reputation building as well as media and public relations across a variety of complementary media.

We also offer customized trainings for professionals involved in communication in organizations, executive communication skills for managers and leaders as well as workplace communication skills for interpersonal excellence, internal team alignment and enhanced productivity.

TRAINING VENUE:

IBI CENTRE, Discovery Mall, 215, Konoko Crescent, Off Adetokunbo Ademola Crescent (After AP Plaza), Wuse II, Abuja.



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Enrolment and payment can also be made by visiting: *www.icom.ng/elearning* and selecting the course of interest.



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