



STRATEGIC COMMUNICATIONS PROGRAM

25-27 October 2017

**Fair View Hotel
Nairobi, Kenya**

Innovative | Professional | Strategic

P. O. Box 2589 00100 Nairobi, Kenya E: info@acdc.co.ke T: +254 735 380 199

OVERVIEW

Communication Practitioners find themselves caught with the daily 'activities' of supporting a series of isolated events such as dissemination of an occasional newsletter, writing a hurried speech for the chair, among other things, leaving them sometimes bored and not finding real strategic value in their work.

Strategic Role

As strategic communicators, however, they can be more deliberate, innovative, savvy and less reactive in their practice, positioning their services as the most critical in the organization. Management must always see the role of the Communicator as the most essential in the overall success of the organization.

ACDC has introduced this annual class of 15-20 Communication practitioners, who come to network with others in their field, hone their strategic communication skills, explore and learn about new media tools that effectively bring change or improve an organization's bottom line.

Participants work with top experts from the field while studying a host of communication building blocks. These range from planning and executing Results Based Communication Strategies to daily aligning their work with organizational goals. Furthermore, they develop skills they can immediately apply in the workplace, such as social media skills, presentation delivery, media interviews and storytelling. To enrich the program, facilitators and practitioners have an international mix.

PARTICIPANTS WILL LEARN HOW TO:

To be thought leaders in the communication field; Lead and Manage Communication Units;

Remain strategic within the organization by always aligning communication to the overall organizational goals and objectives;

Plan, Execute and Evaluate a Comprehensive Communications Strategy with the bottom-line in mind;

Pick and Plan for Corporate Communication Campaigns, Policy Advocacy or Behaviour Change. Some campaign strategies to select from will include: Public Relations; Community Mobilization; Fundraising; Media Advocacy; Behaviour Change Communication (BCC); Information Education and Communication (IEC) and options for strengthening internal communication, among others;

Incorporate Results Based Management to the Communication Strategy;

Refine their Organizational Branding so that they differentiate their group from the masses as they reach out to donors and other target audiences;

Deal with opposition and develop tactics for handling negative publicity;

Get internal “buy –in” within the board while strengthening internal communication. Ensure key messages are consistently echoed throughout the organization;

Make informed choices about communication resources;

NETWORKING FORUM

Overall, the workshop will provide a networking platform for Communications’ specialists from all sectors. The classes are small to help each participant be heard by those in their field as they share challenges, explore new media and exchange ideas on best practices. To enrich the program, facilitators and practitioners are drawn from different countries.

WHO SHOULD ATTEND

Communication and PR practitioners (and others responsible for strategic communication) in Private Companies, Non-Profit Organizations including: Government, Non Profit Organizations (NGOs), Civil Society Organizations (CSO), Training Institutions, Research Institutions, Faith Based Organizations, Donor organizations, among others.

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LEARNING TOOLS

This workshop is interactive with a great emphasis on sharing best practices supported by examples. It includes a combination of plenary sessions, classroom instruction, panel discussions, group presentations, video presentations and practical skills transfer of social media skills

FACULTY

Our company is distinguished by the quality of its faculty-men and women who are not just skilled platform speakers but have previously worked in Non-profit organizations. These practitioners bring their distinctive insights, practical experiences and illuminating personal anecdotes to the seminar sessions they lead. Furthermore, other practicing Communication Specialists are available to coach individuals and groups during and after the training.

TRAVEL, TUITION AND ACCOMMODATION

Commuting Participants:

Tuition fee is 650 USD for local participants and 1000USD for international participants. The fee includes: tuition, course materials, 2 teas and lunches and a networking cocktail.

Boarding Participants:

Accommodation is paid directly to the Fair View Hotel. Our staff will assist to book accommodation on request.

Payment of Fees

Bank Transfer – send an email to training@acdc.co.ke for details

Visa

Participants are advised to make their own arrangement for Visa early. If you need a letter of invitation, please write to training@acdc.co.ke/info@acdc.co.ke

The deadline for payment of fees is October 10 2017