OUR TRAINING

We work with clients from both the public and private sectors and across a variety of industries. We cater for public workshops and work with organisations to design and engineer learning solutions with bespoke content. Below is a list of topical areas. Highlighted are our most popular workshops. All the workshops listed can be developed at **introductory**, **intermediate** and **advanced** level. Duration can vary from one to five days including a **bootcamp option** that encompasses a selection of courses.

TAILORED PROGRAMMES

WORKSHOPS

NOTE: Workshop sizes are typically 12 delegates (max); specialised workshops capped at 8 (max) *
Our training is also available in: French, Italian, Spanish, Hindi and Arabic

COMMUNICATIONS

- Introduction to communications
- Communications skills for managers
- Cross cultural communication
- Crucial conversations
- Customer service communications skills
- **Effective communications**
- Speech writing & public speaking
- Sales facilitation & presentation skills
- Key negotiating skills
- Introduction to marketing communications
- Marketing communications
- Corporate communication skills
- Effective communication skills for influencers
- Communicating change
- Business relationship management
- Telesales communications

STRATEGIC COMMUNICATIONS

- Introduction to strategy and planning campaigns
- Creating strategy & communications
- Planning & managing campaigns
- Measuring & evaluating
- Content & SEO
- Press release writing

PRESENTATION

- Public speaking*
- Powerful presentations
- **The presentation toolkit**
- Advanced professional presentations
- Presentation masterclass
- Proposals & bids
- Pitching for business
- Presenting & pitching
- Presenting with impact *
- Storytelling

SPECIALIST AREAS

- Slavery and human trafficking
- Climate change
- Sustainable development
- Women's rights
- Land rights
- Resilience
- Elections
- Oil and gas reporting
- Illicit financial flows

MEDIA & JOURNALISM

- Introduction to media awareness
- On camera interview training
- **Media training***
- Advanced media skills
- Media bootcamp
- Running successful press campaigns
- Crisis media training
- Crisis management
- Effective media relations
- Media training for NGOs
- Media training for politicians
- Media & blogger relations
- Multimedia for journalists
- Investigative reporting
- Editorial judgment
- Online journalism & social networking
- Television news
- Advanced financial & economic reporting
- Corporate governance reporting
- Reporting crises & disasters
- Court reporting
- Advanced reporting business news in the digital age
- Social media & digital journalism
- Financial reporting
- Mobile journalism
- Speaking professionally

WRITING

- Essential writing & grammar skills
- Business case writing
- Writing to customers
- Writing presentations & speeches
- Creative writing skills
- Writing for online audiences
- Effective business writing
- Professional report writing
- Proposal writing
- How to write the perfect brochure
- Blogging & communities
- Advanced writing financial and business news
- **Effective writing skills**
- **Advanced digital writing skills**
- Editing & proofreading
- Public relations - press releases and ghost writing
- Writing & delivering presentations
- Writing newsletters & internal communications
- Writing tenders and bids
- Emailing for business

COPYWRITING

- Introduction to copywriting
- Effective proofreading
- Principles of great copywriting
- Advanced copywriting
- Copywriting masterclass
- Writing for the web

DIGITAL AND MARKETING

- Digital media relations
- **Social media strategy**
- Google analytics
- Communications and SEO
- Video content creation for the web
- Effective e-marketing
- Email marketing
- Advanced email marketing
- Managing marketing communications
- Strategic marketing masterclass
- Online reputation management
- Essentials of facebook, linked in & twitter
- Managing the risks of social networks
- Social media marketing
- B2B direct & digital marketing
- Blogging & communities
- Advanced reporting business news in the digital age
- **Social media toolkit**