



MASTERING INTERNAL COMMUNICATIONS

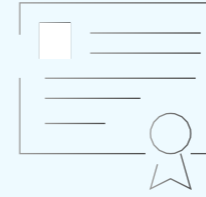
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DOTMENT

An integrated course on everything related to internal communications, from strategy to day-to-day activities.

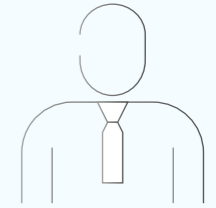
COURSE OVERVIEW

Mastering Internal Communications comprises 3 modules, taught over 3 days. The course covers the three most pivotal facets of internal communications, and speaks to IC team members of all levels of professional maturity.



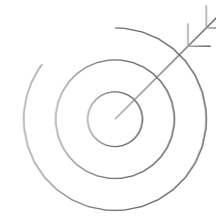
WHO SHOULD ATTEND?

The integrated nature of this course makes it ideal for all members of the internal communications team across all levels of seniority. It is advised that the whole IC team attend the course together to leverage the interactive nature of the exercises and garner the highest learning experience possible.



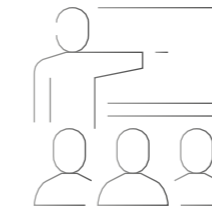
COURSE TAKEAWAYS

1. The fundamentals of internal communication strategies
2. How to formulate a comprehensive internal communication strategy for your company
3. Building and executing an internal communications campaign in the most effective way
4. Handling day-to-day internal communication activities and functions

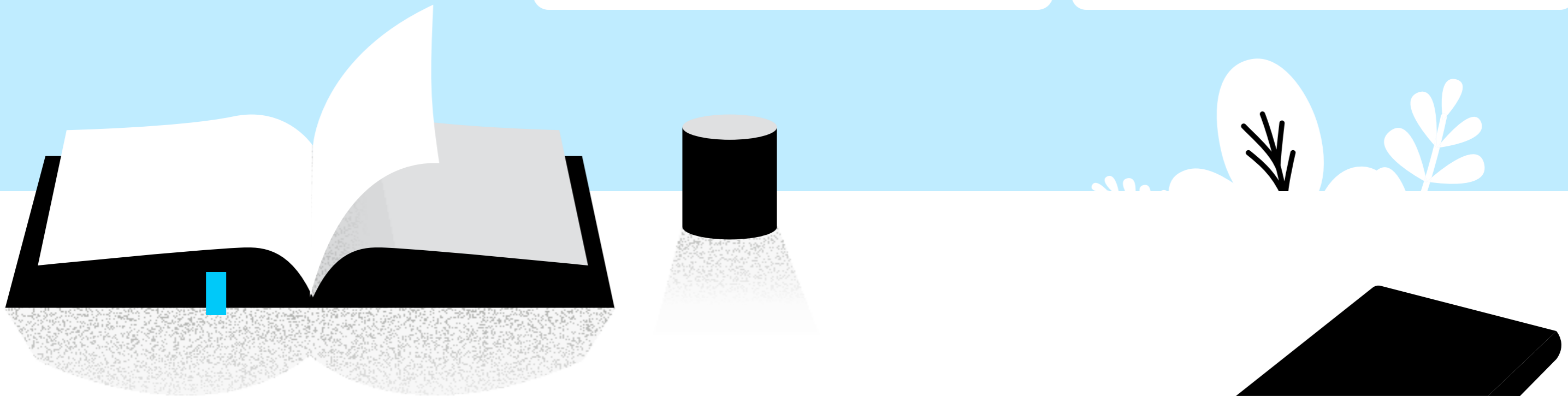


COURSE METHODOLOGY

This course is geared towards practical learning. Its content and outcomes will enable attendees to immediately impact the internal communications function in their companies through:



- Learning sessions that cover the fundamentals of each subject
- Workshops and exercises that provide hands-on practice on taught material
- Real-life case studies with clients across the Middle East that give a practical depth to the learnt material
- Practical reflection of learnings on attending teams and their internal communication functions



DAY 1 | MODULE 1

What is Internal Communication Strategy?

- 1. Internal Communications Strategy as an integral part of the IC function**
 - The scope and impact of internal communications
 - The link between the internal communication strategy and the corporate strategy
 - The direct and indirect relationships between employee engagement, internal communications and customer satisfaction
 - The integration between internal corporate tonality and external brand voice
- 2. The DOTMENT Internal Communications Model**
- 3. Identifying key messages and tonality**
- 4. Assessing and enhancing IC channels**
 - Identifying channel types
 - Assessing the viewership of each channel
 - Selecting channels based on message nature
- 5. Top management communications and involvement**
 - How internal comms make leaders great communicators
- What leaders should communicate
 - What channels leaders should use
- 6. The role line managers play and how internal communications can amplify it**
- 7. Identifying target audiences**
 - Knowing who your audiences are
 - Targeting and segmentation
 - Understanding and leveraging motives
- 8. Identifying key partners**
 - Selection
 - Roles and motives
- 9. Internal communication calendar**
 - How to create an IC calendar
 - Who should create the IC calendar
- 10. Identifying stakeholders**
 - How to identify, map and meet your stakeholder's IC needs
- 11. Internal campaigns**
 - Briefing
 - Execution
 - Assessment of results

DAY 2 | MODULE 2

How Can You Design and Execute a 360 Internal Communications Campaign?

- 1. What is an IC campaign? The fundamentals.**
- 2. Designing and executing a 360 campaign**
 - Understanding employees' current states of mind
 - Brief templates
 - Evaluating proposals
 - Budgeting
- Campaign planning, including message structures, channel selection and engagement levels
 - Execution
 - Assessment
 - What?
 - When?
 - How to?

DAY 3 | MODULE 3

How Can You Master Internal Communications Day-to-Day?

- 1. What internal communications ensue in everyday work-lives**
- 2. Making the best use of standalone channels like newsletters, emails and intranet**
- 3. Executing successful internal events**
- 4. Assessing artwork from a creative point of view**
- 5. Quick guide to crisis communication**
- 6. Practical reflection of learnings on attending teams and their internal communication functions. Learnings include:**
 - Internal communication strategy
 - IC calendar
 - IC channels
 - Capabilities and needs

MEET YOUR INSTRUCTOR



Mohamed Elkholi

Employee Engagement Expert

Mohamed Elkholi is an internal communications and employee engagement expert. His deep and holistic understanding of IC comes from expansive experience in all sides of the spectrum; corporate, agency and advisory.

After 10 years of corporate experience, of which 4 years were spent in the Internal Communications Department in one of Egypt's most prominent telecommunication companies, Mohamed switched to launching his own internal communications agency. For more than 6 years, the agency managed internal communications projects of all scopes and sizes with a wide array of clients across the Middle East.

Today, Mohamed Elkholi is CEO of DOTMENT; a top tier specialized internal communications and employee engagement consultancy firm. He consults prominent internal communication and employee engagement department heads in several large-scale organizations in Egypt, UAE and KSA.

Elkholi's wide past experience includes management training where he educated aspiring career-driven professionals on both soft and technical skills. With this integrated, comprehensive course, he merges his extensive experience in internal communications with his passion for training and development.

LOGISTICS

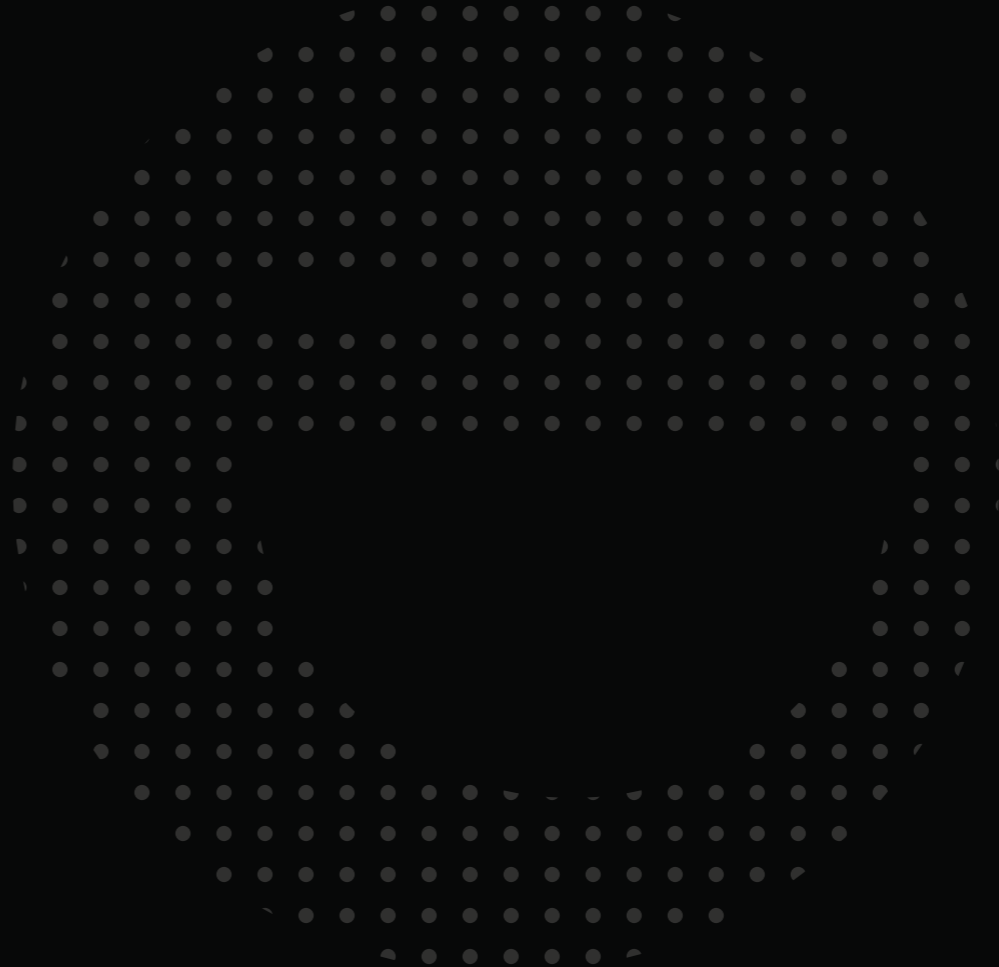
- **Date:** TBD
- **Fees:** TBD
- **Location:** TBD
- **Registration:**
+2 0111 000 7017
connect@dotment.com

TERMS AND CONDITIONS

- **Payments:** A confirmation letter and invoice will be sent upon receipt of your registration. Please note that full payment must be received prior to the course. Only those delegates whose fees have been paid in full will be admitted.
- **Cancellation:** If you are unable to attend and cancel 5 days prior to the course start date, a replacement delegate will be welcomed in your place, or a 20% charge will be applied in case the participant is a no-show. Cancellation within 5 days of the course start date or if you fail to attend will be 100% payable. All cancellations must be sent by email to connect@dotment.com marked for the attention of Course Cancellation.
- **Disclaimer:** Due to unforeseen circumstances, DOTMENT reserves the right to cancel the course, change the program, instructor or topics.

DOTMENT is an employee
engagement consultancy
firm.

We work with companies on
genuinely engaging their employees
by acknowledging the employee full
spectrum and making both you and
them go above and beyond.



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THANKS