

Communicating Technical Information to Non Technical Audiences

Corporate Communications

Course Overview

Communicating Technical Information to Non Technical Audiences: a 5-day professional training course from LTC Consultants, delivered in-classroom across...

What You Will Achieve

- Explain the core principles and current good practice in Communicating Technical Information to Non Technical Audiences
- Apply practical tools and techniques for Communicating Technical Information to Non Technical Audiences in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine Communicating Technical Information to Non Technical Audiences in practice
- Build a personal action plan to implement what you have learned

Who Should Attend

Marketing, communications, PR and sales professionals, and managers responsible for brand, reputation or revenue growth.

Course Outline

1. Foundations of Communicating Technical Information to Non Technical Audiences: principles, terminology and context
2. The business case: why Communicating Technical Information to Non Technical Audiences matters to performance
3. Core tools, frameworks and methods
4. Applying the tools: guided case study and exercises
5. Common pitfalls and how experienced practitioners avoid them
6. Working with stakeholders: communication and influence
7. Measuring results and continuous improvement
8. Personal action planning and course review

Upcoming Dates and Fees

DATES	VENUE	FEE (PER DELEGATE)
14 to 18 Sep 2026	Online	\$750
21 to 25 Sep 2026	Pretoria	\$1,395
5 to 9 Oct 2026	Windhoek	\$1,395

12 to 16 Oct 2026	Dar es Salaam	\$1,450
26 to 30 Oct 2026	Gaborone	\$1,550
2 to 6 Nov 2026	Kigali	\$1,395
16 to 20 Nov 2026	Cape Town	\$1,450
23 to 27 Nov 2026	Lusaka	\$1,395
7 to 11 Dec 2026	Maputo	\$1,450

LTC Consultants

Suite 601, Block 2, Monument Office Park, 79 Steenbok Ave, Monument Park, Pretoria, 0181, South Africa
+27 68 403 2806 | info@ltccconsultants.net | ltccconsultant.co.za

Every delegate receives a Certificate of Attendance. Group and in-house rates available on request.