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)
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**

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