Corporate Blogging and Professional Writing for LinkedIn

Corporate Communications

Course Overview

Corporate Blogging and Professional Writing for LinkedIn: a 5-day professional training course from LTC Consultants, delivered in-classroom across Africa and...

What You Will Achieve

- Explain the core principles and current good practice in Corporate Blogging and Professional Writing for LinkedIn
- Apply practical tools and techniques for Corporate Blogging and Professional Writing for LinkedIn in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine Corporate Blogging and Professional Writing for LinkedIn 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 Corporate Blogging and Professional Writing for LinkedIn: principles, terminology and context
2. The business case: why Corporate Blogging and Professional Writing for LinkedIn 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	Accra	**$1,395**
9 to 13 Nov 2026	Online	**$800**
16 to 20 Nov 2026	Johannesburg	**$1,650**

23 to 27 Nov 2026	Lagos	**$1,650**
30 Nov to 4 Dec 2026	Pretoria	**$1,550**
7 to 11 Dec 2026	Harare	**$1,395**

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