

# Corporate Communications Redefined

Corporate Communications

## Course Overview

Corporate Communications Redefined: a 5-day professional training course from LTC Consultants, delivered in-classroom across Africa and live online.

## What You Will Achieve

- Explain the core principles and current good practice in Corporate Communications Redefined
- Apply practical tools and techniques for Corporate Communications Redefined in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine Corporate Communications Redefined 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. Setting the scene: Corporate Communications Redefined in today's organisation
2. Key concepts and the language of Corporate Communications Redefined
3. Frameworks and good practice that deliver results
4. Hands-on application: workshop exercises and cases
5. Problem-solving clinic: participants' real challenges
6. Integrating Corporate Communications Redefined with day-to-day operations
7. Reporting, metrics and demonstrating value
8. Action planning: your first 90 days after the course

## Upcoming Dates and Fees

| DATES                | VENUE        | FEE (PER DELEGATE) |
|----------------------|--------------|--------------------|
| 12 to 16 Oct 2026    | Lusaka       | \$1,450            |
| 19 to 23 Oct 2026    | Maputo       | \$1,395            |
| 26 to 30 Oct 2026    | Johannesburg | \$1,395            |
| 9 to 13 Nov 2026     | Cape Town    | \$1,550            |
| 16 to 20 Nov 2026    | Nairobi      | \$1,550            |
| 23 to 27 Nov 2026    | Kampala      | \$1,450            |
| 30 Nov to 4 Dec 2026 | Durban       | \$1,450            |

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**LTC Consultants**

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