

Cross-Cultural Business Communication for African Markets

Corporate Communications

Course Overview

Cross-Cultural Business Communication for African Markets: a 5-day professional training course from LTC Consultants, delivered in-classroom across Africa...

What You Will Achieve

- Explain the core principles and current good practice in Cross-Cultural Business Communication for African Markets
- Apply practical tools and techniques for Cross-Cultural Business Communication for African Markets in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine Cross-Cultural Business Communication for African Markets 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: Cross-Cultural Business Communication for African Markets in today's organisation
2. Key concepts and the language of Cross-Cultural Business Communication for African Markets
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 Cross-Cultural Business Communication for African Markets 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)
14 to 18 Sep 2026	Dar es Salaam	\$1,550
28 Sep to 2 Oct 2026	Online	\$800
19 to 23 Oct 2026	Pretoria	\$1,395
2 to 6 Nov 2026	Gaborone	\$1,650
16 to 20 Nov 2026	Kigali	\$1,650

30 Nov to 4 Dec 2026

Cape Town

\$1,395

LTC Consultants

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