

Instructional and Training Material Writing

Corporate Communications

Course Overview

Instructional and Training Material Writing: 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 Instructional and Training Material Writing
- Apply practical tools and techniques for Instructional and Training Material Writing in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine Instructional and Training Material Writing 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 Instructional and Training Material Writing: principles, terminology and context
2. The business case: why Instructional and Training Material Writing 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	Cairo	\$1,550
28 Sep to 2 Oct 2026	Online	\$750
5 to 9 Oct 2026	Pretoria	\$1,550
19 to 23 Oct 2026	Windhoek	\$1,650
26 to 30 Oct 2026	Dar es Salaam	\$1,395
9 to 13 Nov 2026	Gaborone	\$1,650
16 to 20 Nov 2026	Kigali	\$1,395
30 Nov to 4 Dec 2026	Cape Town	\$1,550

7 to 11 Dec 2026

Lusaka

\$1,395

LTC Consultants

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

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