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)
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**

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