

Message Mapping and Key Message Development for Communicators

Corporate Communications

Course Overview

Message Mapping and Key Message Development for Communicators: a 5-day professional training course from LTC Consultants, delivered in-classroom across...

What You Will Achieve

- Explain the core principles and current good practice in Message Mapping and Key Message Development for Communicators
- Apply practical tools and techniques for Message Mapping and Key Message Development for Communicators in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine Message Mapping and Key Message Development for Communicators 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 Message Mapping and Key Message Development for Communicators: principles, terminology and context
2. The business case: why Message Mapping and Key Message Development for Communicators 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)
21 to 25 Sep 2026	Online	\$800
28 Sep to 2 Oct 2026	Pretoria	\$1,650
12 to 16 Oct 2026	Harare	\$1,550

19 to 23 Oct 2026	Cairo	\$1,450
2 to 6 Nov 2026	Windhoek	\$1,450
9 to 13 Nov 2026	Dar es Salaam	\$1,395
16 to 20 Nov 2026	Gaborone	\$1,550
30 Nov to 4 Dec 2026	Kigali	\$1,450
7 to 11 Dec 2026	Cape Town	\$1,550

LTC Consultants

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