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 Africa...

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)
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**

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