Social Media Summit

Corporate Communications

Course Overview

Social Media Summit: 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 Social Media Summit
- Apply practical tools and techniques for Social Media Summit in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine Social Media Summit 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: Social Media Summit in today's organisation
2. Key concepts and the language of Social Media Summit
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 Social Media Summit 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)
2 to 6 Nov 2026	Nairobi	**$1,450**
16 to 20 Nov 2026	Kampala	**$1,650**
30 Nov to 4 Dec 2026	Durban	**$1,450**

LTC Consultants

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