

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)
28 Sep to 2 Oct 2026	Maputo	\$1,450
12 to 16 Oct 2026	Johannesburg	\$1,650
26 to 30 Oct 2026	Cape Town	\$1,650
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

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.