

Strategic Communication Planning

Sales and Marketing

Course Overview

Strategic Communication Planning: 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 Strategic Communication Planning
- Apply practical tools and techniques for Strategic Communication Planning in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine Strategic Communication Planning 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 Strategic Communication Planning: principles, terminology and context
2. The business case: why Strategic Communication Planning 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	Accra	\$1,550
16 to 20 Nov 2026	Online	\$700
30 Nov to 4 Dec 2026	Lagos	\$1,550
7 to 11 Dec 2026	Pretoria	\$1,395

LTC Consultants

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