



Committed to the Advancement of Knowledge

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WORKSHOP ANNOUNCEMENT

Corporate Communications Skills for Staff and Executives of NGOs, Private & Public Sector Agencies

Venue and Dates : Nairobi, 10-14 November 2008
Theme : Reaching Your Clients, Supporters and Partners
More Vividly

Registration Deadline: 15 October 2008

Cost : US\$ 800. The first 10 participants for 2008 courses are eligible for discounts of between 15 and 40%. Covering Tuition, lunches, teas, facilitation & materials. Participants pay for transport, dinners, accommodation and incidentals. Local participants for 2009 Courses are eligible for discounts of between 10-15%.
Other Dates : Lilongwe, 9-13 March 2009

a) Introduction

In a world defined by rapidly changing trends and the emergence of hyper competition, among different sectors, organizations in both the private and the public sector are faced by the twin challenges of getting into and staying in the competition for clients' attention, support and loyalty.

The situation is further complicated by the resulting deluge of information and materials targeted at clients, by the various competing agencies. The result is an increasingly crowded 'market area' of diverse information packages targeting the same group of potential and current clients in varying formats and through diverse channels. Apart from the sheer volume of these information sources, target clients have to contend with making choices and decisions based on perceived quality of the information based on a number of criteria, which includes, presentation and packaging, layout and design, medium of presentation and language.

Only a few years ago, the scenario highlighted above would have held true mostly for the commercial private sector. The times have since changed and indeed public sector and even private philanthropic, not-for-profit, development and non-governmental sectors are as much affected by stiff competition as the commercial sector. This calls for re-tooling of the not-for-profit sector with skills for effective packaging and repackaging of information for target audiences if they are to remain relevant and competitive in an increasingly crowded resource mobilization arena.

b) Course Summary

This course is designed for middle and upper level staff of NGOs, private philanthropic agencies, public sector organizations and individuals interested in refining their skills in communications to and with various target audiences on a variety of information fronts. The course will provide an opportunity for NGO, company and public service executives to share in-house and external communication experiences and practice as they acquire new skills to further strengthen their communications, and information dissemination capacity.

The course is divided into eight major components that will be delivered as modules. Each module is designed both as stand alone component that is aimed at building a specific set of skills to the participants but is also a highly interrelated set of modules that delivers one complete package for the professional who needs that variety of skills within each module. The stand-alone design of the modules is only meant to assist course participants with monitoring of learning objectives per module rather than an indication of the completeness of each module in itself.

This course designed as a primer takes four days with each dedicated to at-least one full module. Time limitations mean that participants will be expected to actively pursue after-session reading assignments, which will form a critical part of internalization of concepts covered during the sessions.

c) Course Overview/Syllabus

Learning Objectives	<p>By the end of this course, participants will:</p> <ul style="list-style-type: none"> ▪ Have a better understanding of the role of corporate communications in the not-for profit sector ▪ Be more equipped with skills for analysing and understanding audience needs ▪ Be more equipped with writing skills for a variety of purposes and audiences ▪ Have an opportunity to improve their facilitation and presentation skills
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	<ul style="list-style-type: none"> ▪ Have a better understanding of principles underlying design of various information products ▪ Have a better understanding of the marketing role of organization communications ▪ Be more equipped with skills for writing for the public media ▪ Be more equipped with skills for monitoring and evaluating organizational communications
Target Group	<ul style="list-style-type: none"> ▪ Senior and Middle level staff of NGOs, CBOs, Philanthropic organizations, governments and private agencies
Pre-course Preparation	<p>Participants will do the following:</p> <ul style="list-style-type: none"> ▪ Collect a sample of at least three different communications or publications from their organization (e.g. Report, brochure, speech etc.) ▪ Be prepared to make a short presentation on their organization ▪ Undertake some significant reading (before and after the workshop) ▪ Reflect on and write down at least two communication challenges they face as professionals in their work
Modules	<p>Module 1: Corporate communications for non-profits: an introduction to current trends</p> <p>Module 2: Understanding your audience: Principles of audience analysis for effective communication and information dissemination</p> <p>Module 3: Writing for various audiences: practical considerations</p> <p>Module 4: Facilitation and presentation in practice</p> <p>Module 5: Principles of information design: text and audiovisual</p> <p>Module 6: Marketing Communications: speaking and writing about your organization, Communications for resource mobilization, organizational branding, Designing advocacy & IEC materials</p> <p>Module 7: Writing for the media: a practical guide</p> <p>Module 8: Monitoring and Evaluation for effective communication</p>

Participant Assessment Guidelines	Participants will undergo a self evaluation exercise coupled with feedback from fellow participants
Course Evaluation	This course will be evaluated through group feedback and the end of the course

d) Tailor-made training sessions

This course or the separate modules will also be available as separate or tailor-made training sessions for individual organizations, on request. The tailor-made training session will jointly plan and agreed by the facilitators and the client organizations, in order to maximize the benefits to the target participants.

a) Methodology

We combine case studies, practical experience and a deep understanding of the subject to inspire our participants to achieve desired results in their organisations. We are passionate about working with different organisations to carry-out in-house capacity building workshops for at least 6 people.

b) Contact us:

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To down-load the Application form, please go to <http://www.shimainstitute.org/courses>