

Internal communication seminar, workshop offers discounts

Knowledge Resources is presenting an internal communication seminar and workshop from 19-20 September 2012 in Johannesburg. Delegates will be provided with critical insight into the key challenges of internal communications, getting the skills they need to improve their organisation's internal communication strategy.

Seminar Speakers

- Creating a clutter free internal communication strategy - Kevin Liebenberg, MD, Actuate and Terri Brown, strategic director, Actuate
- Establishing a strategic internal brand engagement compass - Daniel Munslow, director, Talk2Us
- Conversation with CEOs: Communication leadership in modern organisations - Mari Lee, CEO, Development Communication Solutions
- Case study: Using social media to improve employee engagement - Stacey Fraser, head of change management, Accenture
- The role of corporate values in the activation of the employer brand - MaQueen Lawrence, communication strategist, Royal Ink
- Understanding the essence of internal branding - Exxaro case study - Sean McCoy, MD, HKLM
- Internal communication strategies to enhance corporate reputation - Khumo Mohlamme, reputation specialist, Eskom

Mari Lee, CEO of Development Communication Solutions will facilitate the one-day workshop, 'Communication audit and measuring your communication effectiveness.' The morning session will be a communication audit and the afternoon session will be communication measurement.

Fees for the one day workshop on 19 September are R4675 (including VAT) and R4725 for the one day seminar on 20 September. Fees for both days are R7700.

Discounts

IABC members receive 50% discount and companies registering three delegates will get the fourth free. There are special discount for registered NPOs, small businesses (30 or less employees) and full-time lecturers at universities/colleges/schools.

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