

## **Strategic message building**

**Do you have a key message which you are struggling to communicate?**

**Does your organisation fail to communicate with it's key audience?**

**Do you have a challenging issue which needs careful presentation?**

Participants in this half day course learn how to take a complex information and competing claims and build a single, clear message. Using the **AIM system**, they will learn how to analyse their work and the needs of the audience. It will prepare any senior manager or PR professional facing a communication challenge.

### **Method**

This course is practical. Using a scenario and the participants own work material, there will two exercises in identifying the key audience and the best message. participants will present their work to the group. The aim of the feedback will be build confidence and ensure the core lessons are learnt.

### **What participants will learn?**

- How to identify the core message within complicated material;
- How to identify the most important audience for their message;
- How to structure their message so that the audience listens;
- How to strategically plan their communication campaign;
- How to build trust with their stake holders

### **What do participants receive?**

- Experienced tutors used to dealing with senior politicians and managers;
- Practical sessions in analysing complex work and developing an effective message;
- Guidance in how to use the AIM system of audience analysis;

Experience of delivering the message to a critical audience.