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# Communication manager certification course

*Practical course - 11d - 77h00 - Ref. KCC*
*Price : 4890 € E.T.*

If you're about to take on your new responsibilities as a communications manager, or if you're already on the job, you'd like to update your skills and tools. This cycle will help you identify the challenges and overcome the difficulties associated with your mission. Writing media, organizing events, drawing up your communication plan. Each of the topics covered will enable you to consolidate your communication skills, clearly define your role and improve your efficiency.

## Teaching objectives

**At the end of the training, the participant will be able to:**

- Gather communication needs and establish a diagnosis
- Building a communication strategy and plan
- Master the means and tools of internal and external communication
- Writing an article, brief or briefing
- Manage and evaluate your communication initiatives

## Intended audience

Communications managers, or any other person involved in internal and/or external communications.

## Prerequisites

No special knowledge required.

## Practical details

**Teaching methods**

The knowledge base of the communications manager profession is fundamental. The corresponding course, ref OCM, must be taken first in the cycle. The other courses can be followed in any order.

**PARTICIPANTS**

Communications managers, or any other person involved in internal and/or external communications.

**PREREQUISITES**

No special knowledge required.

**TRAINER QUALIFICATIONS**

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

**ASSESSMENT TERMS**

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more.
Participants also complete a placement test before and after the course to measure the skills they've developed.

## Course contents

This course consists of the following modules :

**Communications manager, the job**

Ref. OCM - 2 days ★ 4 / 5

**Designing effective communication and sales tools with AI**

Ref. SUO - 2 days

**Successful events**

Ref. RME - 2 days ★ 4 / 5

**Developing and monitoring your communication plan**

Ref. ESC - 2 days ★ 4 / 5

**Successful internal communication**

Ref. ROT - 2 days ★ 4 / 5

**Chargé de communication certification**

Ref. KUC - 0.5 day

## Course schedule

### 1 The role of communications manager

- The role of a communications manager. The evolution of communications and the job of communications manager.
- Scope and limits of the function.
- Working with agencies. Define your evaluation criteria when choosing an agency.
- Know how to write a "brief", then follow it through.
- Work effectively with suppliers and monitor their performance.
- Public relations: awareness and image.
- Working with journalists: rules and practices. Writing effective press releases and press kits.
- Promote your image: logo, graphic charter, media, website...

**Hands-on work**

Drawing up a communications policy based on a company diagnosis.

**TEACHING AIDS AND TECHNICAL RESOURCES**

• The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
• At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
• A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

**TERMS AND DEADLINES**

Registration must be completed 24 hours before the start of the training.

**ACCESSIBILITY FOR PEOPLE WITH DISABILITIES**

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.

## 2 Optimize your communication media

- Comment lisons-nous ? Mécanismes de lecture pour rédiger et mettre en valeur ses documents professionnels.
- Each medium has its own objective and audience. Who do we write for? For what purpose? Which medium should we choose?
- From mock-up to press release. Planning, internal organization, layout, text calibration, approvals, distribution.
- Consistency of information and editorial unity with the editorial line.
- Apply effective writing techniques. Define and develop an essential message.
- Prioritize ideas. Devising hooks. Write short, clear, dense and precise.
- Attract readers and add value to your media.
- Respect the graphic charter. Layout, typography, colors, illustrations.

### Hands-on work

Writing and rewriting exercises for magazines and websites.

## 3 Successful events

- Les objectifs de la manifestation. Choisir le type d'événement à organiser. Définir les cibles et les objectifs.
- The event preparation phase. Drawing up a retro-planning schedule.
- Draw up specifications if the event is to be subcontracted.
- Event communication. Produce and send invitations.
- Budget and back-planning management.
- The day of the event. Act as an interface between the company and suppliers.
- Supervise the actors in place, the closing of the event.
- Le bilan de l'événement, retombées. Etablir un plan d'actions post-événement. Valoriser l'événement en interne.

### Hands-on work

Creation of a retro-planning schedule and specifications for an event.

## 4 Successful internal communication

- Challenges and impact of new technologies on internal communications. Definition, missions and evolution.
- Internal communication and change management.
- Concevoir un plan de communication interne. Diagnostic de l'existant. Méthodologie du plan de communication interne.
- Internal communication resources and tools. Top-down, bottom-up and cross-functional internal communication.
- New means of internal communication. Finding innovative ideas: useful creativity techniques.
- Measure the effectiveness of internal communication actions. Set and monitor performance indicators.
- Communication, crisis and change. Anticipating and preparing communication: leading a network of communicators.
- Prepare and announce a reorganization, restructuring or change.

### Hands-on work

Definition of an internal communications plan.

### 5 Drawing up a communication plan

- The role and purpose of corporate communications. The different types of plans and the stages in their construction.
- Communication diagnosis: study of the internal and external context, analysis of the company's strengths and weaknesses.
- Define internal and external communication objectives according to audience. Messages to be communicated.
- Déterminer, hiérarchiser et caractériser les cibles à viser. Positionnement de l'image et les messages clés.
- Choisir le mix-communication. Sur quels critères retenir une action. Organiser le mix-communication.
- La présentation du plan de communication. Mise en oeuvre du plan et déroulement opérationnel.
- Planning and budgeting communication actions. Decision matrices and dashboards.
- Controlling and monitoring actions.

**Hands-on work**
Construction of performance indicators and an action schedule.

## Options

**Certification : 190 € HT**

La certification DiGiTT® est en option lors de l'inscription à cette formation et s'articule en 3 étapes : le passage d'un Diag® avant la formation, l'accès à une digithèque permettant l'apprentissage des concepts et notions pour chaque compétence digitale, puis le passage de l'examen de certification. Celui-ci se compose d'un test de 90 min disponible en anglais et en français. Le résultat atteste de votre niveau de compétences sur 1000 points (débutant, intermédiaire, avancé, expert). Le seul suivi de cette formation ne constitue pas un élément suffisant pour garantir un score maximum à l'examen. La planification de ce dernier et son passage s'effectuent en ligne dans les 4 semaines qui suivent le début de votre session.

## Dates and locations

**REMOTE CLASS**
2026 : 11 June, 21 Sep., 19 Nov.

**PARIS LA DÉFENSE**
2026 : 11 June, 21 Sep., 19 Nov.