

# Course : Corporate communications law for non-specialists

**Practical course - 2d - 14h00 - Ref. DCE**

**Price : 1590 CHF E.T.**

This training course will enable you to acquire the essential legal rules for communicating legally. You'll be able to identify contentious communication actions. You will learn the precautions and steps to take to protect your actions and communication tools.

## Teaching objectives

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

- ✓ Understanding the general legal framework for communication
- ✓ Create a legally compliant communication medium
- ✓ Compliance with consumer and competitor protection obligations
- ✓ Understand the specific legal requirements applicable to digital communications

## Intended audience

Anyone involved in implementing an internal or external communications campaign.

## Prerequisites

No special knowledge required.

## Practical details

### Case study

Case studies followed by participative discussions.

## Course schedule

### PARTICIPANTS

Anyone involved in implementing an internal or external communications campaign.

### 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.

## 1 Understanding the general legal framework for communication

- Copyright and related rights.
- Protection of distinctive signs such as trademarks and logos, company names and trade names.

### Case study

Study of the competent jurisdiction, the responsibility of the company and the people involved in the communication.

## 2 Identifying legally protected audiences

- Consumer protection: obligation to use the French language, prohibition of misleading messages, etc.
- Protecting competitors: identifying competitors, comparative advertising, disparagement, penalties.

### Case study

Comparative advertising: analysis of the constituent elements of the offence.

## 3 Create a communication medium without exposing your company to sanctions

- Identify protected media: text, photo, image.
- Use of protected media, authors' rights, obtaining agreements.

### Exercise

Protection of participants' corporate identity.

## 4 Different types of communication

- Protecting an advertisement: who owns the advertisement, transferring rights.
- Commercial prospecting: processing of personal data, B-to-C commercial prospecting.
- Sales promotion: games, bonus sales, sanctions.

### Exercise

Commercial prospecting: information to be respected, personal data.

## 5 Specific features of digital communication

- Creating a website.
- Social networking.
- Web practices to avoid.

### Exercise

Protect your domain names: examples of " cybersquatting " and " typosquatting ". Set up monitoring tools to protect your domain name.

## 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](mailto:psh-accueil@orsys.fr) to review your request and its feasibility.