

Course : Developing and monitoring your communication plan

Practical course - 2d - 14h00 - Ref. ESC

Price : 1610 CHF E.T.

 4,9 / 5

This training course will enable you to master the cycle of your communication strategy: from diagnosis to the formulation of objectives, from the construction of the plan to the measurement of communication actions.

Teaching objectives

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

- ✓ Carry out a communication diagnosis
- ✓ Define target audiences for communication campaigns
- ✓ Developing the communication mix
- ✓ Building and presenting your communication plan
- ✓ Plan and measure communication actions

Intended audience

Managers and members of communications departments wishing to acquire an overview of the function, and anyone involved in implementing a communications campaign.

Prerequisites

No special knowledge required.

Practical details

Hands-on work

Building your communication plan. Active pedagogy centered on experience sharing.

Course schedule

PARTICIPANTS

Managers and members of communications departments wishing to acquire an overview of the function, and anyone involved in implementing a 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 challenges of communication

- Identify the different types of plans.
- Master the successive stages in building a communication plan.

Exercise

Discuss the fundamentals of communication: developments, players.

2 Establishing a communication diagnosis

- Analysis of existing situation: tools, resources, obstacles, bottlenecks.
- Analysis: company strengths and weaknesses.
- Competitive and environmental analysis.
- Assessment of perceived image and brand awareness.

Exercise

Construction of an interview guide and SWOT analysis.

3 Formulate measurable objectives

- Define objectives according to target audiences.
- Writing messages to be declined: rules and practices.
- Build and coordinate communication strategy.

Case study

Define communication objectives and associated messages.

4 Identify target audiences

- Study and segmentation of internal and external audiences.
- Determining priority audiences.
- Positioning of image and key messages.

Case study

Based on a given context, carry out a communications diagnosis and formulate a strategy.

5 Choosing the right communication mix

- Choose and optimize possible types of action.
- Internal communications, press relations, advertising, events...
- Organize the communication mix.

Case study

Choice of criteria and implementation of the communication-mix strategy.

6 Present the communication plan

- Define the operational sequence.
- Present the communication plan.
- Negotiate the communications budget.

Exercise

Arbitrate between communication tools and identify key arguments to negotiate the budget.

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.

7 Plan and budget actions

- Draw up a schedule of actions and define responsibilities.
- Organizing care.
- Build decision matrices.
- Draw up and monitor budget forecasts.
- Calculate cost-effectiveness ratios.

Case study

Build performance indicators and an action schedule. Estimate resources.

8 Control and monitor communication actions

- Set up assessment tools.
- Evaluate and measure results.
- Adapting the plan to economic hazards.

Exercise

Delivery of a checklist of follow-up actions.

Dates and locations

REMOTE CLASS

2026: 19 Mar., 25 June, 5 Oct., 3 Dec.