

Strategic Communication, Digital Marketing, Social Media and PR

"Master Class"

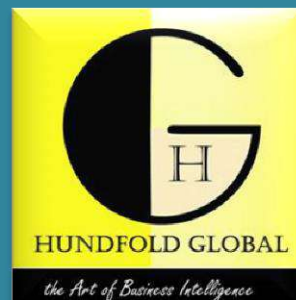
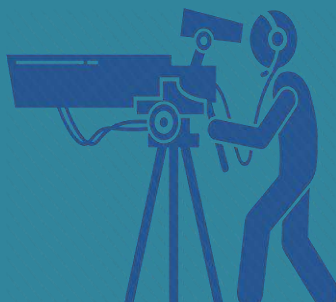


Dates

- ❖ March 25th – 29th 2019
- ❖ May 27th – 30th 2019
- ❖ July 22nd – 26th 2019
- ❖ September 23rd – 27th 2019
- ❖ December 9th – 13th 2019

Venue:

The Capital 20West Morningside,
Sandton,
Johannesburg Republic of South Africa



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INTRODUCTION

The modern business environment is highly competitive, and the competition is at never-seen-before levels. This applies to all types of organizations; large corporation, government agency, small business, non-profit, or independent consultant. All these need to be able to market to their target audience or customer. According to the Bureau of Labor Statistics, "Employment of advertising, promotions and marketing managers is expected to grow 12 percent through 2022. These fields continue to be essential for organizations as they seek to maintain and expand their share of the market."

This Digital Marketing & Communications Master class Program provides a comprehensive understanding of the fundamentals needed to build a clear communication strategy for an organization by decisively aligning the advertising, promotion, and direct and digital marketing. Explore target markets and campaign development; learn to conduct market research and analysis; and review the many digital marketing tools available for campaign success. Students will learn to analyze concepts, techniques, and models in topics that include various communications functions, media alternatives, and integrated marketing communications tactics

REASONS TO ATTEND THE COURSE

At the end of this workshop, participants should have the confidence and capability to:

- Apply strategic thinking to tactical communication initiatives.
- Develop a brand essence approach for your organisation
- Develop and execute creative, strategic corporate communications campaigns.
- Effectively manage the media and handle difficult media inquiries.
- Explain the role and win support for marketing communications from more senior executives
- Advice on how to create an effective plan tailored to their organisation and stakeholders and using relevant tools and media
- Plan and deliver advertising, sales promotion, public relations and direct marketing campaigns that achieve their objectives
- Manage marketing communication and brand support activities using both offline and online media
- How to build a social media strategy.
- How to create a campaign for social media.
- How to create stunning content.
- How to create a social media policy
- How to design different types of content for different platforms

WHO SHOULD ATTEND

This conference has been researched with and designed for Directors, senior managers, Specialists, Officers, and Leaders involved in:

- Brand Communication
- Change Management
- Corporate and Brand Identity
- Corporate Communications
- Digital Communications
- Employee Communications
- Employee Engagement
- Global Communications
- Internal Communications
- Digital Marketing
- Digital Media
- PR Management
- Social/New Media



PROGRAM OUTLINE

SESSION 1: BUILDING A BUSINESS COMMUNICATION STRATEGY

This session will show you how to pull together a professional, strategic communication campaign from scratch. You will learn how to follow a step-by-step process, from taking a brief to finalising plans and getting sign-off.

Participation in the session will provide you with the knowledge to:

- Enhance the positioning of business communication
- Conduct in-depth research and interpret findings in an intelligent way
- Understand the difference between objectives, strategy and tactics *Practical exercise
- Structure your work to build an irrefutable business case
- Demonstrate commercial value and return on investment
- Agree and refine messages
- Develop creative ideas that fit strategically
- Evaluate campaigns effectively.

SESSION 2: LEADERSHIP COMMUNICATION. HOW SHOULD LEADERS COMMUNICATE; AND HOW CAN COMMUNICATORS SUPPORT THEM

Whether a company succeeds or fails in navigating a crisis, completing a merger, avoiding regulatory blunders, or executing everyday operations depends heavily on skilful communication. CEOs commonly blame “lousy communication” when well-laid plans go awry. Yet, paradoxically, communications are an undervalued, lightly regarded discipline in the theory and practice of corporate leadership.

Hence the importance of devising specific communication plans for key spokespeople in addition to an internal communication strategy. As no two organisation’s leaders are the same, understanding their individual style of communication and tailoring specific key messages for each Chief Executive became crucial to the success of internal and external communication. In this session, the facilitator will share a case study, experience and lessons learnt, providing tips on:

- The importance of a communications plan for a 21st century CEO
- Creating a communications plan for your CEO or key spokespeople
- Tailoring key messages according to your Chief Executive’s communication style
- Why a communications plan should be domicile in the CEOs office and the need to make sure this plan is clearly owned with responsibilities and expectations clearly defined

SESSION 3: CROSS CULTURAL COMMUNICATION

This session shows you how to identify organisational cultures and develop a high engagement culture. It explains how cultures are formed and communicated and the role that leadership plays in determining culture.

Participation in the session will provide you with the knowledge to:

- Identify culture and communication– definitions and models
- Articulate national and organisational value systems
- Explore personal values in different cultures
- Build a shared vision by overcoming barriers
- Communicate in cross-cultural environments.



SESSION 4: STRATEGIC INTERNAL COMMUNICATION

This session demonstrates how engaging with senior teams and building line manager capability connects employees with organizational goals. Improving engagement correlates with improving performance.

Participation in the session will provide you with the knowledge to:

- Articulate why effective internal communication and staff engagement are critical to business success
- Identify how line managers are the vital links between the executive and operational levels
- Understand the role of emotional hooks in motivating individuals
- Improve the quality of conversations with employees
- Involve employees in decision-making
- Effect change through effective staff engagement
- Evaluate the effectiveness of internal communication strategies against business success.

SESSION 5: COMMUNICATIONS AUDIT: MEASUREMENT THAT HELPS WITH STRATEGIC PLANNING

This interactive session engages participants in hands-on learning about how to conduct a communication audit, reviewing internal and external communication activities. Participants will learn the communication attributes of high performing organisations, research methodologies and how to benchmark leading and lagging business indicators that measure the impact of strategic communication on business needs against a broad scope of audiences

Participation in the session will provide you with the knowledge to:

Have the skills you need to conduct a full-scale audit.

- Become a better interviewer—and listener. *Practical exercise
- Find the emotional centre of a discussion about communications.
- Dig deeper, even with—no, especially with—your leaders.

Set yourself up for success. It starts with internal marketing, creating a "campaign of anticipation" for your audit, including how to:

- Cover your own audit. Write about the effort before, during and after your work.
- Recruit "ringers" inside your organisation to help prime the pump.

Build a survey that gathers quantitative data you can put to use. Learn how to:

- Write survey questions that deliver results *Practical exercise
- Generate clear feedback about your communications channels and vehicles.
- Measure employees' level of awareness and understanding of your organisation's mission and major initiatives.

Hold effective focus groups that deliver the why behind your numbers. Learn how to:

- Set up focus groups that give you a representative sample of your employees, from all areas.
- Build a discussion guide that starts a conversation about communications and allows healthy disagreement.
*Practical exercise
- Ask the "what if" questions that will help you test new content ideas.



Analyse your audit findings and translate them into real communications change. Your audit results can help you:

- Improve the level of writing and storytelling in your organisation.
- Build a three-way communications function: leaders to employees, employees back to leaders, and employees talking among themselves.
- Engage employees by communicating across media platforms and channels.

SESSION 6: UNDERSTANDING DIGITAL MARKETING AND HOW TO POSITION YOURSELF IN THE ONLINE SPACE

- Crowdsourcing- Getting people to engage with your organization or brand in return for a reward from a company.
- Understanding your digital audience and positioning yourself to achieve your objective.
- The TCEO model.

SESSION 7: MARKET RESEARCH AND CONTENT PLANNING/EXECUTION

- Importance of Market research
- Research Methodology
- Tools of trade
- Justifying the cost of market research
- Strategic building blocks
- Content creation
- Tools of trade

SESSION 8: SEARCH ENGINE OPTIMISATION VS. SEARCH ENGINE MARKETING

- Key terms and concepts
- Understanding SEO
- Tools of trade
- User Insights for better visibility online
- Benefits and Challenges

SESSION 9: ONLINE ADVERTISING

- Advice on how to create an effective plan tailored to their organisation and stakeholders and using relevant tools and media
- Plan and deliver advertising, sales promotion, public relations and direct marketing campaigns that achieve their objectives
- Manage marketing communication and brand support activities using both offline and online media
- Evaluate the effectiveness of communication tools using appropriate criteria such as cost and credibility.

SESSION 10 BEST PRACTICES FOR WEBSITES AND HOW TO GENERATE SALES LEADS

Gain an overview of the business value of internet marketing and how it can be leveraged to achieve acquisition, conversion and retention of online customers. Examine the broad array of interactive marketing strategies including search marketing, display advertising, email marketing, website optimization, social media, mobile marketing, online analytics, and other online methods used to achieve business goals. Advantages, challenges, and key differences between internet and traditional marketing will also be explored.



SESSION 11: EMAIL MARKETING & MOBILE MARKETING

- Gain a solid understanding of the mobile marketing landscape,
- Examine the sector's rapid evolution, and consider current and future trends.
- Explore the technologies and terminologies of both mobile and practical skills and best practices for use.
- Articulate the benefits and opportunities of a mobile strategy, including determining how it fits into a multichannel approach, achieving stakeholder buy-in and design, and implementing and measuring a successful campaign.

SESSION 12: SOCIAL MEDIA AND YOU / STRATEGY & PLANNING

- How to create a strategy
- Practical session on each delegate's unique situation
- Current trends and Challenges
- Social media and your integrated communications plan

SESSION 13: SOCIAL MEDIA PLATFORMS

- Practical session on each of the top 5 Social Platforms: Facebook, Twitter,
- LinkedIn, Instagram and Google+
- Advertising
- Tactical plan for each platform
- Unique strategies for LinkedIn, Twitter and Facebook
- Practical account set-up session - making sure we are all doing it right

SESSION 14: CONTENT STRATEGY

- Content marketing against Content strategy
- Practical content design and content generating
- Content design for each social media platform
- Content strategy building from scratch
- Practical Design session

SESSION 15: REPORTING & ANALYTICS / COMMUNITY RELATIONSHIP MANAGEMENT

- What to report on
- Designing a weekly/Monthly report
- Understanding social media analytics and what to do with it.
- Crisis management
- Brand Monitoring

SESSION 16: IMPLEMENTATION: SOCIAL MEDIA POLICY, GOVERNANCE AND BEST PRACTICE

- How to create a social media policy
- Training in your company.
- Where to start when I go back to my desk.

SESSION 17: STRATEGIC PR MANAGEMENT

This session examines management of self and the role of emotional intelligence and personal effectiveness in managing individuals and teams. It focuses on motivation and managing underperformance as well as dealing with difficult people.

Participation in the session will provide you with the knowledge to:

- understand how effective teams perform
- set individual and team objectives

- Deal with conflict
- Train and develop your team
- Manage under performance
- Identify issues that affect working relationships
- Improve your interpersonal skills
- Understand the regulatory environment around employee relations.

SESSION 18: PR STRATEGY AND PLANNING CAMPAIGNS

This session will show you how to pull together a professional, strategic PR campaign from scratch. You will learn how to follow a step-by-step process, from taking a brief to finalizing plans and getting sign-off.

Participation in the session will provide you with the knowledge to:

- Take and interrogate a brief
- Conduct in-depth research and interpret findings in an intelligent way
- Understand the difference between objectives, strategy and tactics
- Structure your work to build an irrefutable business case
- Demonstrate commercial value and return on investment
- Agree and refine messages
- Develop creative ideas that fit strategically
- Evaluate campaigns effectively.

SESSION 19: KEY MESSAGING - HOW TO WRITE SUCCESSFUL CONTENT IN AN OMNICHANNEL WORLD

This practical session shows you how to produce interesting, engaging publications that people want to read.

Participation in the session will provide you with the knowledge to:

- The six fundamentals of all good writing
- Gaining a deeper insight into your audience(s)
- Why companies need PR
- What journalists expect from press releases
- Identifying newsworthy stories
- Planning and writing persuasive press releases
- Top tips for newsletter contents
- How to do great interviews that provide powerful stories
- How to Organise a News Release: the
- Components of Every Press Release
- Determining and development of your key messages *Practical exercise

Once we have determined delegates' Tier 1 and Tier 2 messages, more detailed, skill-building techniques to create compelling communication messages will be explored. It is focused on advanced writing techniques that help make your copy more exciting and memorable.

Participation in the session will provide you with the knowledge to:

- Take Advantage of Surprise
- Becoming a Compelling Storyteller
- Creative Word Choice
- Stylistic Revolt: Find Your Voice
- A Smarter Writing Process: Tying Everything Together
- Remove Jargon: Write Accessibly
- Be Persuasive: Avoid Hype, Write Like Journalists



Strategic Communication, Digital Marketing, Social Media and PR

DELEGATE INFORMATION

Master Class

REGISTRATION FORM

1. Prof/ Dr/ Mr/ Mrs/ Miss:
Position:Tel:(+)
Email:

2. Prof/ Dr/ Mr/ Mrs/ Miss:
Position:Tel:(+)
Email:

3. Prof/ Dr/ Mr/ Mrs/ Miss:
Position:Tel:(+)
Email:

4. Prof/ Dr/ Mr/ Mrs/ Miss:
Position:Tel:(+)
Email:



INDICATE THE WORKSHOP YOU INTEND TO REGISTER FOR

March 25th – 29th 2019

September 23rd – 27th 2019

May 27th – 30th 2019

December 9th – 13th 2019

July 22nd – 26th 2019

Event Options:

JOHANNESBURG, RSA FEES

- 5 day summit = USD 2,500.00 per delegate include, training material, lunch and limited refreshments.
- 5 day summit = USD 3,550.00 per delegate include 6 nights bed & breakfast, round trip airport transfer, lunch, conference documentation and limited refreshments.

Optional:

Team Building Excursion: (Guided in and around Johannesburg)

1 Day

2 Day

3 Day

USD 150

USD 200

USD250

AUTHORIZING SIGNATURE:

Prof/ Dr/ Mr/ Mrs/ Miss:.....Organization:.....

Signature:.....Telephone:.....

Position:.....

Email Address:.....

Physical Address:.....

Postal

Address:.....

VAT No:..... **THIS BOOKING IS INVALID WITHOUT A SIGNATURE**

PAYMENT OPTIONS:

Bank Transfer: First National Bank; Constantia Kloof Branch, Code 250655; Acc. no. 62283359571; Swift Code: FIRNZAJJ

Credit card: VISA MasterCard

TERMS & CONDITIONS

Payment Terms:

Payment must be completed 7 days from the date of invoice. Admission to the event is dependent on the completion of full payment.

Event Changes:

For reasons beyond our control, the timing, content and speakers of an event may be altered. In the event that our event is postponed or cancelled, delegate payments will be credited to any future Hundfold Global event (such credits are available for a year). Hundfold Global is absolved from and indemnified against any loss or damage as a result of any cancellation, postponement, substitution or alteration arising from any cause whatsoever.

Delegate Cancellations:

All cancellations must be received by Hundfold Global in writing. Cancellations received in writing more than 21 working days prior to the event being held will attract a 50% cancellation fee. Should cancellations be received within 21 working days from the event date, the Conference fee is payable and non-refundable. Non- payment and non-attendance does not constitute cancellation. No show will be charged the full registration fee. Cash alternatives will not be offered, however substitutes at no extra charge are welcome. Any cancellations received less than 15 working days before the event start-date do not entitle the delegate to a refund or credit note and the full fee must be paid. None attendance without notification is treated as cancellation with no entitlement to any refund or credit.

Bookings with accommodation are subject to the contract between Hundfold Global and the Hotel concerned.

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