

Over the past 20 years, Carter Rae Communications has taken pride in delivering tailor-made solutions to meet their clients' specific communication requirements. As well as delivering effective communication tools, such as publications, exhibition boards, internet and intranet sites and corporate brochures, they also offer a range of consultancy services to help companies improve their overall communications performance. Now a range of workshops has been designed to provide practical skills and technical knowledge within many of these specialist areas. All workshops are designed for in-house delivery and are available through Communicate.

INTERNAL COMMUNICATIONS CAMPAIGNS

Trainers: Jenny Carter/Ron Aitken

This one-day course sets out some practical ways of devising a comprehensive internal communications campaign, based around a specific project or issue. As well as providing general hints and tips, delegates will also receive advice about their own current or future campaigns. The course can be further tailored to look at the internal marketing of your company:

- raising awareness of your department/organisation objectives
- encouraging adoption/buy-in by staff
- cross functional communication

COMMUNICATIONS DEVELOPMENT TRAINING FOR MIDDLE MANAGERS

Trainers: Ron Aitken/Alan Brown

Research shows that employees tend to rate their supervisor or line manager as one of their most important, and preferred, communication channels. So, it is essential that middle managers are conscious of their own communications performance. This one-day course allows managers to examine their own communication skills in a non-threatening environment and offers suggestions on how to create a positive communications climate within their department or organisation. A half-day follow-up allows delegates to evaluate their progress and to pinpoint any further areas for improvement.

WORKING WITH AGENCIES/ CONTRACTORS

Trainers: Jenny Carter/Ron Aitken

In order to get the best from your contractors, it is important that both parties fully understand one another's needs and capabilities. This half-day course is packed with practical hints in selecting, briefing and maintaining a positive relationship with external agencies, and is suitable for anyone who is responsible for outsourcing work.

MANAGING YOUR INTRANET EFFECTIVELY

Trainer: Ron Aitken

As the electronic age progresses, intranets have become an increasingly popular tool for employee communications. It is, however, also one which needs to be carefully co-ordinated and controlled to ensure that it makes a valuable contribution to your overall communications strategy. This course offers guidance on how to effectively integrate your intranet within your existing suite of communications tools.

MAKING YOUR COMMUNICATIONS MEASURABLE

Trainer: Jenny Carter/Ron Aitken

Most departments within an organisation have to account for their performance – and corporate communications is no different. Learn how to set measurable communication objectives, put in place appropriate monitoring mechanisms and align your results with overall organisational performance in this one-day course.



COMMUNICATE

80 GRANGE LOAN EDINBURGH EH9 2EP • tel: 0131 555 2221 • fax: 0131 667 4587
website: www.communicate-consultants.com • e-mail: info@communicate-consultants.com

