

| Session | | Module & Takeaways | Key Exercises |
|-----------|---|---|---|
| Session 1 | Module 1: Understanding Corporate Communications | <ul style="list-style-type: none"> Overview of the Corporate Communications Function. Importance of Effective Communications in Organizations. Key Stakeholders in Corporate Communications. Types of Corporate Communications. Communication Models and Theories. Corporate Communication Channels. | <ul style="list-style-type: none"> Class discussion |
| Session 2 | Module 2: Effective Business Writing and Presentation Skills | <ul style="list-style-type: none"> Business Writing Essentials. Principles of effective business writing (clarity, conciseness, coherence, and professionalism). Writing emails, reports, and memos. Proofreading and editing techniques. | <ul style="list-style-type: none"> Class discussion |
| Session 3 | Module 2 | <ul style="list-style-type: none"> Professional Presentation Skills. Structuring a compelling presentation (introduction, body, conclusion). Using visual aids effectively (slides, charts, graphs). Public speaking tips and techniques. Practice sessions and peer feedback on presentations. | <ul style="list-style-type: none"> Class discussion |
| Session 4 | Module 2 | <ul style="list-style-type: none"> Negotiation and Persuasion in Corporate Communication Strategies for effective negotiation. Persuasion techniques in business communication. Role-play exercises for negotiation scenarios. | <ul style="list-style-type: none"> Class discussion |
| Session 5 | Module 3: Crisis Communication and Reputation Management | <ul style="list-style-type: none"> Crisis Communication Strategies Identifying potential crises in corporate settings. Developing a crisis communication plan. Managing communication during crises and handling media inquiries. | <ul style="list-style-type: none"> Class discussion |
| Session 6 | Module 3 | <ul style="list-style-type: none"> Reputation Management Importance of corporate reputation in business success. Online reputation management and social media monitoring. Case studies on companies that successfully managed their reputations during crises. Internal Communication and Employee Engagement Strategies for effective internal communication. | <ul style="list-style-type: none"> Class discussion Certification |

- Employee engagement initiatives and their impact on organizational culture.
- Best practices for fostering a positive workplace environment.

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