OUR TRAINING

We work with clients from both the public and private sectors and across a variety of industries. We cater for public workshops and work with organisations to design and engineer learning solutions with bespoke content. Below is a list of topical areas. Highlighted are our most popular workshops. All the workshops listed can be developed at introductory, intermediate and advanced level. Duration can vary from one to five days including a bootcamp option that encompasses a selection of courses.

TAILORED PROGRAMMES

WORKSHOPS

NOTE: Workshop sizes are typically 12 delegates (max); specialised workshops capped at 8 (max).
Our training is also available in French, Italian, Spanish, Hindi, and Arabic.

COMMUNICATIONS

- Key negotiating skills
- Introduction to marketing communications
- Marketing communications
- Corporate communication skills
- Effective communication skills for influencers
- Communicating change
- Business relationship management
- Telesales communications

STRATEGIC COMMUNICATIONS

- Introduction to strategy and planning campaigns
- Creating strategy & communications
- Planning & managing campaigns
- Measuring & evaluating
- Content & SEO
- Press release writing

PRESENTATION

- Public speaking
- Powerful presentations
- The presentation toolkit
- Advanced professional presentations
- Presentation masterclass
- Proposals & bids
- Pitching for business
- Presenting & pitching
- Presenting with impact
- Storytelling

SPECIALIST AREAS

- Slavery and human trafficking
- Climate change
- Sustainable development
- Women’s rights
- Land rights
- Resilience
- Elections
- Oil and gas reporting
- Illicit financial flows

MEDIA & JOURNALISM

- Introduction to media awareness
- On camera interview training
- Media training
- Advanced media skills
- Media bootcamp
- Running successful press campaigns
- Crisis media training
- Crisis management
- Effective media relations
- Media training for NGOs
- Media training for politicians
- Media & blogger relations
- Multimedia for journalists
- Investigative reporting
- Editorial judgment
- Online journalism & social networking
- Television news
- Advanced financial & economic reporting
- Corporate governance reporting
- Reporting crises & disasters
- Court reporting
- Advanced reporting business news in the digital age
- Social media & digital journalism
- Financial reporting
- Mobile journalism
- Speaking professionally

WRITING

- Essential writing & grammar skills
- Business case writing
- Writing to customers
- Writing presentations & speeches
- Creative writing skills
- Writing for online audiences
- Effective business writing
- Professional report writing
- Proposal writing
- How to write the perfect brochure
- Blogging & communities
- Advanced writing financial and business news
- Effective writing skills
- Advanced digital writing skills
- Editing & proofreading
- Public relations - press releases and ghost writing
- Writing & delivering presentations
- Writing newsletters & internal communications
- Writing tendrils and bids
- Emailing for business

COPYWRITING

- Introduction to copywriting
- Effective proofreading
- Principles of great copywriting
- Advanced copywriting
- Copywriting masterclass
- Writing for the web

DIGITAL AND MARKETING

- Digital media relations
- Social media strategy
- Google analytics
- Communications and SEO
- Video content creation for the web
- Effective e-marketing
- Email marketing
- Advanced email marketing
- Managing marketing communications
- Strategic marketing masterclass
- Online reputation management
- Essentials of Facebook, LinkedIn, & Twitter
- Managing the risks of social networks
- Social media marketing
- B2B direct & digital marketing
- Blogging & communities
- Advanced reporting business news in the digital age
- Social media toolkit