



NECCI 2021 TRAINING CALENDAR
THEME:
CHANGE or DIE!

www.necciconsulting.com

Media Training



Overview:

Media interviews are difficult. The greatest spokespeople appear natural, relaxed, authoritative, likeable, engaged, controlled and spontaneous. They make their case convincingly and memorably – whether promoting everyday news messages, or managing a full-on crisis. For a few, it comes naturally. For most, it comes with good media training.

Interviews are not what they seem: they follow unwritten rules and counterintuitive dynamics. Valid instincts lead the uninitiated into hidden tricks and traps. Good media training provides the strategies, techniques and practical skills needed to seize the opportunities and avoid the risks.

Overview:

Target Audience

The course is also recommended for anyone who may be involved in media interviews or briefing the media on behalf of a spokesperson.

Participants should be working either behind the scenes in a PR advisory role or as a spokesperson. They may include:

Chief Executives and Directors, Senior Managers, Key Spokespeople and Newly appointed managers etc.

Others Include:

- PR Managers
- Sales Managers
- Social Media influencers
- Brand managers
- Marketing Managers
- Business Development Managers
- Media Strategists

FEE: N550.000 per participants

Venue: Lagos, Abuja, PH, Benin City, Dubai

CONTENT ON REQUEST



PERSUASIVE COMMUNICATION: A three-day Workshop on EFFECTIVE COMMUNICATION SKILLS THAT INFLUENCE

Everybody is talking but no one is hearing or rather they are listening but not communicating.

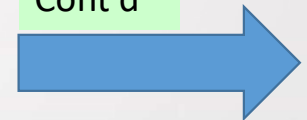
Communication is key. Communication is life. One misstep can quickly spiral into a disaster that can wreak havoc on a brand's reputation. Recently we have seen some public figures suffering a backlash of poor communication. However, according to Joe Hodas, "if you find yourself with hours, or even minutes, before a crisis occurs there is still time to train".

Strong communication skills can help you to achieve impact and accelerate change for the benefit of society and organizations. As structures are becoming increasingly volatile, uncertain, complex, and ambiguous, delicately designed and well tuned communication skills can help promote alliances, improve problem-solving, and impact decision-making. Research has shown that 3 out of 4 employees agree that communication is a very important leadership attribute.

We have painstakingly prepared this manual that will guide and support your communication efforts to **unlock the gaps in communication** especially in the new norm as previously planned communication activities are either out of place, inadequate or have failed.

In whatever capacity you may be, whether in social groups or business organizations, a leader, manager, communicator and in a position of authority that interacts with people across all segments of society and industry you need to leverage communication to better meet objectives, influence stakeholders, and drive positive change

Cont'd



PERSUASIVE COMMUNICATION *cont'd*

Your take-Out from this course:

- The tools to effectively and persuasively communicate with various stakeholders in your network.
- You'll learn how to present your ideas, in such a way, that there is virtually no resistance to them, when you use these tools correctly
- A Personal Impact Plan to achieve meaningful change within and beyond your organization.
- The skills to intuitively speak more persuasively and present your ideas in a more engaging, natural way, that more people understand.
- Skills to inspire and motivate others to drive innovation and sustainability at a systems level.
- People will like you, respect you and want to follow along with you, far more often, when you use these skills.

Course Content:

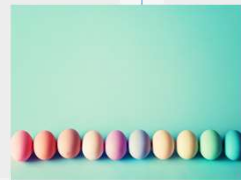
This workshop comes in 5 modules of rich and comprehensive learning to communicate effectively using a range of practical insights.

Modules:

Creating the Mind-frame of Influence
The Communication Feedback Loop
Signaling High Authority and Status
Your Voice, a Great Tool for Influence
How to Persuade Others

Date: Designed as a bespoke programme.

FEE: On Demand and highly negotiable



STAKEHOLDER RELATIONS, ENGAGEMENT & MAPPING IN POST COVID



Overview

One of the critical factors that makes a strong brand is its ability to nurture and take care of its stakeholders. A sustainability-oriented enterprise is conscious of its economic responsibilities towards its stakeholders and takes on processes and structures that improve the social and ecological performance and impact of the enterprise. - Dr. Juha Kettunen¹ and Dr. Manodip Ray Chaudhuri (2017)

This course is designed to discuss sustainable engagement in the stakeholder relationships as well as identify steps for strategic stakeholder buy-in.

Course Objectives: By the end of the course participants will be able to:

- Learn the internal elements critical to building meaningful stakeholder relations.

- Understand the importance of effective stakeholder engagement in research and implementation of projects.

- Recognize the importance of stakeholder mapping in making project decisions.

- Identify the types of stakeholder engagement.

- Leverage on the key principles of stakeholder engagement

Target Audience

- Project Managers
- Business Analysts
- Communication & Marketing Departments
- SMEs
- Stakeholders
- Potential stakeholders

Dates

25-26 March, 2021

(Customized trainings available for Lagos, Abuja, PH, Asaba, and Uyo)

Fees

N150, 000 per participant.



DYNAMICS OF INTERNAL COMMUNICATION

Overview: Internal communications is one of the most difficult areas of corporate communications to harness. It is not because employees don't pay attention or they don't care, but because they are often regarded as an afterthought. Your internal audience can be the most important "public" for your PR efforts. If your own internal audience don't know what is going on, they aren't excited about it, can't or won't share the company's messages and positioning, you may find it difficult to get outsiders to get on board. Internal communication is such a process in which an organization shares its information, builds commitments and manages the changes. This course will motivate staff and improve their overall performance as well as give them the ownership tingle.

- **Learning Outcomes:** By the end of the course, participants will learn the following:
 - Why internal communication is critical for the success of an organization.
 - How to use a variety of mechanisms to demonstrate the benefits of internal communication to the growth of an organization.
 - The use of communication skill sets to boost employees' understanding for optimal delivery of their tasks.
 - Plan and implement communication strategies .

Target audience:

Professionals from the following fields:

- HR
- Corporate Communications
- Strategy planning
- Media Relations

DATES:

- 8-9 April, 2021

(Customized trainings available for Lagos, Abuja, PH, Asaba, and Uyo)

FEE:

- **N120,000** per participant

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DYNAMICS OF PR & ADVERTISING

Overview:

- Advertising and PR are like 5 and 6 in that they build brands and communicate with target audiences. Public relations and advertising are similar in concept as both are designed to raise awareness of a company or product in a positive manner. The best way to promote a business is to incorporate both PR and advertising into your marketing strategy in an integrated and coordinated way. Leveraging both mediums enables you to boost the frequency with which target audiences hear your key brand messages and the ways in which they are heard. This course allows you to harness the dynamics of both PR and Advertising in a way that will positively impact your corporate goals.

Learning Outcomes:

- Outline the key similarities and differences between PR Advertising .
- Clearly highlight the synergy between PR and Advertising and how an organization can take advantage of it.
- Understand the basic principles of PR and Advertising.
- Identify and analyze the impact of PR and Advertising in marketing campaigns and consumer behaviour.



Target Audience

- Team leaders
- Managers
- Sales personnel
- Business owners
- HR
- Brand Practitioners

Date

- 29-30 April, 2021

(Customized trainings available for Lagos, Abuja, PH, Asaba, and Uyo)

Fees

N75,000:00 per participant.

STRATEGIC PR FOR THE ACHIEVEMENT OF CORPORATE GOALS

- **Overview:**

- Presentation of the concept of strategic PR.
- Introduction to basic strategic corporate goals.
- Case examples of organizations with strategic PR for achieving corporate goals
- Strategic management as an essential management tool.
- Creation of an effective PR strategy.

- **Learning Outcomes:** At the end of the course, participants will be able to:

- Measure and evaluate strategic performance.
- Formulate insights into strategic planning.
- Identify and learn from strategic successes and failures of key organizations.
- Prepare a strategic PR plan.
- Develop and understand the cycle of a strategic PR organization.



- **Target Audience:**

- Communication Managers
- Brand Communication
- Public Affairs Managers
- Heads of PR Dept/Unit
- HR/Admin Managers
- Business Development Managers
- Operational Managers

- **Date:**

- 13-14 May, 2021

(Customized trainings available for Lagos, Abuja, PH, Asaba, and Uyo)

- **Fees:**

- N150,000.00 per participant.

TIME MANAGEMENT



Times have changed drastically. In the words of one anonymous writer, “we fell asleep in one world. We woke up in another” Timelines and deliverables have changed. Priorities, work schedules, workloads and work spaces have also changed. The slogan as in our theme is change or you will be left behind. Habits have to be relearned. One of such habits is the time management skill.

It is rightly said that “Time and Tide wait for no one.” Time is an essential part of the new normal, but there appears not to be enough of it which is why it must be adequately managed. Have you ever wondered why some people achieve so much more with their time than others? The answer is not farfetched. It is good time management. Take advantage of this course that is richly packaged in 12 modules to learn or relearn how to manage your time.

Learning Outcomes:

- Overcome procrastination
- Organize your workspace
- Delegate more efficiently
- Plan and prioritize

Target Audience:

All Cadre of Staff

Date:

27-28 May, 2021

(Customized trainings available for Lagos, Abuja, PH, Asaba, and Uyo)

FEE:

N95,999 per PARTICIPANTS.



STORYTELLING – A STRATEGIC TOOL FOR COMMUNICATION MANAGERS

Overview:

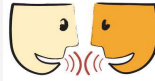
Storytelling is one of the most valuable skills you can develop. Do you want to create stories that really catch attention? In words, images or film? ***The Story Course teaches you how to create great stories using proven storytelling techniques and approaches.***

This course is designed to teach you the ins and outs of **storytelling** by showing you *the art and craft of* how to plan, map out and produce amazing stories. The course gives you a step-by-step insight into what lies behind standout stories.

If you want to learn how to make great stories, this is the course for you!

The course teaches principles and methods that you can apply today.

- Learn what makes great stories and vivid storytelling
- Learn how to use the principles and psychology of storytelling to create outstanding stories
- Create stories using proven professional storytelling techniques
- Discover highly effective workflows to create your stories
- Make money using the stories you create, using the storytelling techniques and methods you will master in this course



- Engage storytelling as a valuable tool in an organization's communication toolkits.
- How to become a more engaging, clear and compelling communicator.

Who this course is for:

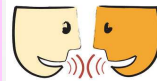
- Anyone wanting to create better stories
- Anyone interested in using storytelling to drive corporate brands
- Anyone wanting to make money with their stories
- Anyone wanting to know more about key concepts in stories and storytelling

FEE: N120,000.00 PER PARTICIPANT

Date:

10-11 June, 2021

(Customized trainings available for Lagos, Abuja, PH, Asaba, and Uyo)



MANAGING CRISIS IN THE POST COVID-19 ERA

Overview:

- We now live in extraordinary and rapidly changing times. Your PR/Crisis communication strategies are probably inadequate in the ever-growing wake of COVID-19.
- Worldwide shutdowns, quarantines, and economic turmoil have affected every brand in some capacity. As the disease continues to spread and global leaders urge caution, organizations are feeling the pain as different challenges arise.
- There are new and best ways handle the crisis? How does a brand behave in a way that helps them come out on top after the crisis is over?
- This course will guide and support you in managing and leading your team and your business through crisis. You will receive tips to help you manage your business in a pandemic:

Learning Outcomes:

- How to lead your business through the corona virus crisis:
- How to handle the COVID crisis
- Why you need to have a crisis communication plan in place
- Steps in a crisis communication plan
- Crisis communications planning tips from the professionals

- Broad steps every business or organization should take to deliver better outcomes after a crisis period
- The role of strategic planning in organizational crisis management

• Target Audience:

- All Cadre of Staff including
- PR Departments
- Public Affairs
- Brand Managers
- Marketing Department
- Human Resources Department

Date:

- 8-9 July, 2021

(Customized trainings available for Lagos, Abuja, PH, Asaba, and Uyo)

FEE:

- N125,000 per Participation



Overview: Everybody uses social media, but what are the best methods for employing it to truly have an impact on the positioning of your organization? The purpose of this training is to provide an overview of social media and brand repositioning and how it involves creating and sharing contents on social media networks in order to achieve your marketing and branding goals.

Course Objectives:

- Recognize the importance of marketing orientation and brand building via social media channels.
- Implement strategic marketing planning for your brand/business/organization.
- Implement social media marketing for your brand/business/organization.
- Devise strategies for managing your brand/business/organization's social media channels.
- The need to strengthen engagement strategies for increased brand loyalty.
- Leverage social media marketing to grow your brand/business/organization.
- Monitor customers' feedbacks.

SOCIAL MEDIA AND BRAND REPOSITIONING



Target Audience:

- Brand Managers
 - Communications & Media personnel
 - Team Leaders
 - Marketing & Sales Managers
 - Employees
 - Entrepreneurs
- **Date:** 22-23 July, 2021
(Customized trainings available for Lagos, Abuja, PH, Asaba, and Uyo)
- **FEE:**
N65,000 per participant



SOCIAL MEDIA MARKETING TECHNIQUES

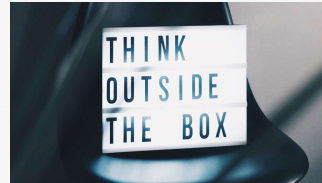
Overview:

- Introduction to social media marketing.
- Understand the social media impact on your brand.
- The five core pillars of social media marketing.
- Leveraging on social media marketing techniques.
- The use of brand advocates .
- The importance of social media marketing for sales and ROI.

Course objectives:

- The use of social media tools for authentic engagement.
- Improve/increase brand loyalty and awareness.
- Partnering with brand influencers.
- Targeted advertising.
- Customer insights, support and engagement.
- Identifying competitors and how to stay relevant on social media platforms.

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Target Audience:

- Team Leaders
- Marketing & Sales Managers
- Entrepreneurs
- Project Managers
- Employees

DATE:

- 8-9 July, 2021

(Customized trainings available for Lagos, Abuja, PH, Asaba, and Uyo)

FEE:

- N45,000 per person



Overview:

IQ will get you in the door, but it is your EQ, your ability to connect with others and manage the emotions of yourself and others, that will determine how successful you are in life. That is why you must arm yourself with EQ skills.

- **What Topics are to be covered?**
- History of emotional intelligence
- Definition of emotional intelligence
- Optimism
- The seven human emotions
- Personal vision
- Values, principles, strength, and talents
- Validating emotions in others
- And much more!



EMOTIONAL INTELLIGENCE

Some of the ways you will benefit:

- Understand what emotional intelligence means
- Recognise how our emotional health and physical health are related
- Learn techniques to understand, use, and appreciate the role of emotional intelligence in the work place
- Understand the different emotions and how to manage them
- Create a personal vision statement
- Understand the different between optimism and pessimism
- Validate emotions in others

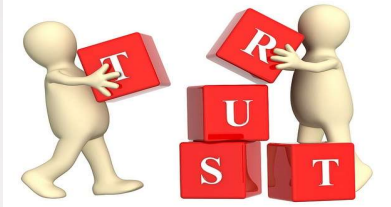
DATE:

- **5 October 2021 - Scotch Bonnet, Victoria Island**

- **FEE: N100,000.00 per person**



CORPORATE IMAGE AND REPUTATION MANAGEMENT FOR BOTTOM LINE RESULTS



- **Overview:**

This course looks at a modern approach to the corporate affairs function as well as skills and competencies required to excel in their duties in today's highly demanding public relations functions in a highly competitive and dynamic business world.

- **Course Objectives:**

- Application of PR as a management function.
- Acquisition of change management competencies in Public Relations functions
- Appreciation of the impact of global social developmental issues on public relations management.
- Optimal use of social media in a public relations setting
- Measurement & Evaluation of PR initiatives and efforts

Target Audience

- Public Relations practitioners, Communications experts
- Accountants, advertising agents, business development experts

DATE:

- **September 7-9**

(Customized trainings available for Lagos, Abuja, PH, Asaba, and Uyo)

FEE:

- **N250,000.00 per participant**

BUSINESS ETIQUETTE & WORKPLACE ETHICS: Gaining That Extra Edge

- **Lack of business and workplace ethics can be very embarrassing and often leads to consequences that we may never recover from. Poor business etiquette is damaging both to the individual and the organization as a whole. This workshop has been designed to give you an edge in your business interactions and workplace lifestyle.**

What Topics Are Covered?

- Making That Great First Impression
- Business Etiquette Basics
- Workplace Dilemmas and how to overcome them
- Conversation Intelligence
- How business ethics impacts on the personality of the organization
- Dress Codes
- Business Dining/ Protocol
- E-Mail And Telephone Etiquette



Course benefits

- Acquire skills for world-class business behavior at the dining or in the boardroom
- Build confidence in employees for more positive business engagements
- Communicate appropriately and adequately in every situations
- That extra edge that establishes trust and credibility
- Learn specific policies and procedures and know what is acceptable and appropriate behavior.

DATE: 7-8, September

TIME: 9am – 4pm

VENUE: Lagos

(Customized trainings available for Lagos, Abuja, PH, Asaba, and Uyo)

FEE: N85,000

BUSINESS PRESENTATION & REPORT WRITING

Overview: It is essential to understand how to write reports and proposals that get read. We write reports in a range of formats and a variety of purposes. Whether you need to report on a product analysis, inventory, feasibility studies, or something else, report writing is a skill you will use again and again. Having a method to prepare these documents will help you be as efficient as possible with the task. This course will build on a solid base of writing skills to present information in formal, informal and proposal style.

- **What topics are covered?**
- The stages of report writing (investigating, planning, writing and revising)
- Using headings, charts and graphs
- The parts of a proposal
- Persuasion, designing a message and tough questions
- Giving credit



What will students learn?

- Prepare reports and proposals that inform, persuade and provide information
- Review your work so that it is clear, concise, complete and correct
- Apply these skills in real work applications

What's included?

- Instruction by an expert facilitator
- Small interactive classes
- Specialized manual and course materials
- Personalized certificate of completion

DATE: SEPTEMBER 18, 2021- SCOTCH BONNET, 17, CHARTERED BANK CLOSE V/I LAGOS

FEE: N 120,000 per person

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BRANDING 101: WHAT YOU NEED TO KNOW

- **Overview:** This programme will explore the basic elements needed in building your brand, the most effective and least expensive options for making your brand live and measurement tools to ensure that your efforts are yielding results.
- **Course Objectives:** At the end of the course, participants will understand
 - Brand Character And Credibility
 - The Basic Elements Needed In Brand Building
 - Principles Of Good Brand Advertising
 - Creative Strategy
 - Public Relations And Branding
 - Tools For Branding And Brand Conveyors

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Target Audience:

- Brand Managers, Public Relations personnel, Communications experts

DATE:

- 17 March, 2021

FEE:

- N60,000 per person





DUBAI 2021 MASTER-CLASS ON: STRATEGIES FOR BUILDING A GLOBAL BRAND

Target audience:

- CEOs
- Brand Communication Department,
- Government/Community Relations,
- CSR Portfolios, /Managers Offices
- Corporate Affairs Departments
- Media Relations, Publicists etc.
- HR Department

Venue:

Dubai, UAE

FEE:

\$8500 per participant

Course outline:

- Corporate Governance-integrity and Compliance
- Corporate Social Responsibility (CSR)
- Project Management and Methodology
- Globalization
- Innovative Brand Messaging Strategies
- **Story Telling for As A Leadership Tool**
- **Emotional Intelligence And Public Relations**
- **Measurement & Evaluation in PR**
- Ethical Issues In Social Media Visibility
- **Curbing Fake News**

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Thank
You



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