

**Training Title:**

**MARKETING COMMUNICATION, MEDIA & PR**

**Training Duration:**

**5 Days**

**Training Venue and Dates**

ML028	Marketing Communication, Media & PR	5	15-19 August 2021	\$4,500	Dubai, UAE
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In any of the 5 star hotel. Exact venue will be informed soon.

**Training Fees**

- 4,500US\$ per participant for Public Training including Course Materials/Handouts, Tea/Coffee, Refreshments & International Buffet Lunch

**Training Certificate**

Define Management Consultancy & Training Certificate of course completion will be issued to all attendees.

**TRAINING OVERVIEW**

**TRAINING INTRODUCTION**

Interpersonal skills are the skills that open doors for discussions, business relation, and friendship. Those who master these skills can make people around them happy and willing to collaborate.

This is skills require understanding some communication skills, Ways to talk, and knowledge of the different personalities of people.

In this course, Participants will be introduced to the basics of communication skills, and the effect of the words on different type of people. Participants will learn when to speak, and when to avoid speaking on sensitive subjects.

Participants will be encouraged to challenge ideas, and participate positively by sharing their thoughts.

**TRAINING OBJECTIVES**

- Basic Communication skills
- Making your speech attractive to others
- Different personal types
- Situations for considerations

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**TRAINING METHODOLOGY:**

A highly interactive combination of lectures and discussion sessions will be managed to maximize the amount and quality of information and knowledge transfer. The sessions will start by raising the most relevant questions, and motivate everybody find the right answers. You will also be encouraged to raise your own questions and to share in the development of the right answers using your own analysis and experiences. Tests of multiple-choice type will be made available on daily basis to examine the effectiveness of delivering the course. All presentations are made in excellent colorful power point. Very useful Course Materials will be given.

- 30% Lectures
- 30% Workshops and work presentation
- 20% Group Work& Practical Exercises
- 20% Videos& General Discussions

**WHO SHOULD ATTEND?**

This course is for general audience. However, managers, leaders, professionals, and employee will be able to use directly in their day-to-day activities

**DAILY COURSE OUTLINE**

**Day 1:**

- Basic Communication skills
- Communication Models
- Communication Approaches
- Speaking to different audience

**Day 2**

- Public Relation – Don't Lie, but do not say the truth.
- Interpersonal relationship
- Communication Levels
- Appropriate time to speak
- When it is appropriate to speak
- When it is not appropriate to speak

**Day 3**

- Selecting what to say for Media
- The effect of Gender on your speech
- The effect of Age on your speech
- The effect of knowledge on your speech

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- The effect of Position o your speech

#### Day 4

- Types of persons
- Sensor/ action style
- Thinker process style
- Feeler/ people style
- Intuaitor/Idea style

#### Day 5

- What to consider when you speak
- When you should speak, or avoid speaking?
- Considering the mode of the receiver when you speak
- Considering situations when you speak
- General review session

#### NOTE:

**Pre & Post Tests will be conducted**

**Case Studies, Group Exercises, Group Discussions, Last Day Review & Assessments will be carried out.**



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