

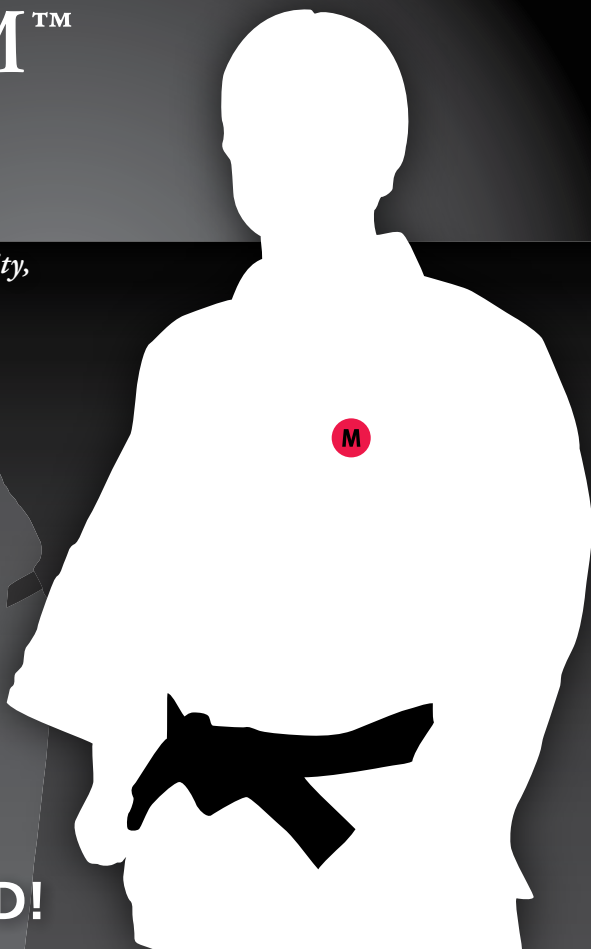
MELCRUM

Connecting Communicators

THE INTERNAL COMMUNICATION
**BLACK BELT
PROGRAM™**

20, 21 & 22 October 2009

*Pipitea Campus, Victoria University,
Wellington, New Zealand*



**AVAILABLE FOR
THE FIRST TIME
IN NEW ZEALAND!**

“A ‘must do’ for any internal communication practitioner who is serious about having a voice at the leadership table.”

Victoria Civils-Wood, Pfizer Australia

In martial arts, earning a Black Belt marks a transition. It's the point when students show they have learnt the fundamentals of their chosen skill. It's the moment when they start to develop as masters in their art.

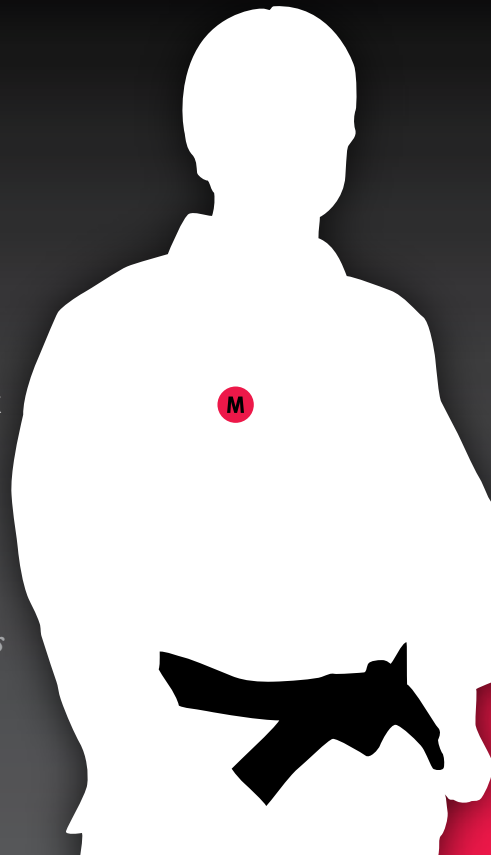
Becoming an internal communications manager is an equally significant moment. Your fundamental craft skills are taken as given, and your role begins to lean more towards leader, strategist and trusted advisor.

"The Black Belt program is a must for serious internal communicators. Lessons, exercises and case studies are all very valuable and practical."

Malou Atayde, Communications Manager, Tenix

"Melcrum's Black Belt program is a great way to learn skills, meet with other communicators and get new perspectives on dealing with situations faced by all organisations."

Karen Taylor, Internal Communications Manager, AAPT





WHENEVER WE MAKE TRANSITIONS, WE ALWAYS NEED HELP, GUIDANCE AND SUPPORT.

That's why Melcrum has developed the Internal Communication Black Belt Program™ with your development in mind - to equip you with the skills you need to become a trusted and influential advisor within your organisation.

Led by our expert trainers, the Internal Communication Black Belt Program is a three-day, high-impact course especially for internal communicators. Fully researched with communication leaders to meet their expectation of quality executive education, course materials consist of the very best content available – the latest research, best practice 'show and tell', and case studies with practical examples you can apply to your own setting.

In addition, ample time is set aside throughout the program to review the things you have learnt. There are follow-through actions to work on when you get back to the office to continue your development and encourage post-course contact between delegates. On completion of the course, you will also become part of the highly regarded Black Belt Alumni Group.

**THE INTERNAL COMMUNICATION BLACK BELT PROGRAM
CAN ALSO BE RUN FOR YOUR ENTIRE TEAM INHOUSE.**

Call us on +61 2 8249 8352 or
email infoaustralia@melcrum.com to find out more.

BLACK BELT PROGRAM

Module 1

Day 1

The case for internal communication

- Connecting internal communication with the business strategy
- What channels should I be using?

Connecting internal communication with the business strategy

- Why speaking the language of your business matters
- Writing plans that support business objectives
- Understanding media and marketing techniques for segmenting audiences
- Understanding different ways to segment internal audiences
- Constructing clear and memorable messages
- Finding the best angle to connect with your audiences

What channels should I be using?

- What are the strengths and weaknesses of the main internal communication channels?
- How do you improve the channels you've got?
- When do you decide you need new channels?
- Understanding how new technology and social media fits in with your channel strategy
- Best practices in social media

Day 2

Research and measurement

- Planning research programs
- Research processes and data presentation
- Best practice
- How do you know when you've been successful?
- What measures work and which are false prophets?
- How do you prove the ROI of internal communications?

Module 1

Relationships and stakeholders

- Understand who really matters for the success of your strategy
- Learn techniques for mapping stakeholder relationships
- Building your influence – knowing your sources of influence and learning simple techniques to improve your effectiveness

Line manager and leader communication

- Why line managers are a critical communication channel
- How to improve line manager communication
- What leading organisations do to improve line manager communication
- How internal communicators can help the CEO and other senior leaders connect with the business

Day 3

Change communication and crisis management

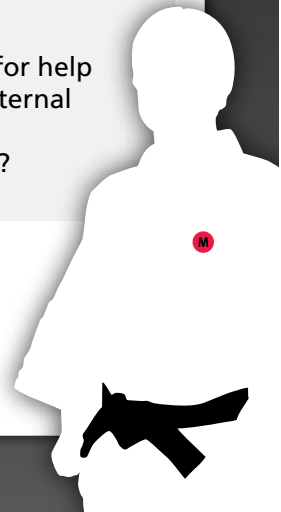
- How does internal communication support change?
- What are the key issues for communicators in managing change?
- What strategies can you adopt to facilitate change?
- What do we need to understand in managing a crisis?
- What are the important aspects in a crisis that effect our communication approach?

Developing your career

- Writing your own career and development plan
- Setting up your own support network and where to look for help
- Realising your true potential and deciding what type of internal communications practitioner you want to be
- What else do you need to focus on in building your career?

“Quality training with really practical tools to equip and resource professional development - thank you!”

Sharyn Brady, Internal Communications Coordinator, Sanitarium



BLACK BELT PROGRAM TRAINERS



Adrian Cropley

As the former Head of Internal Communication for Ericsson Pacific & Director on the International Executive Board of the IABC, Adrian has over 20 years experience in the communication field working in both the private and public sectors.

He is a change communication and internal communication strategist running his own consultancy and is a well respected thought leader, author & presenter. He has won a number of awards for his communication strategies.

“Fantastic! Practical advice, tools and exposure to what people are doing in different industries.”

Cindy Brown, Senior Corporate Affairs Advisor, CITIC Pacific Mining



Melissa Dark

Melissa has 17 years experience in organisational communication, ranging from public relations and media relations through to change management and organisation development. She has worked in both the government and private sector, in organisations including VicRoads, Australia Post and ANZ.

She now runs a consultancy specialising in internal communication strategy and implementation. Melissa regularly lectures at RMIT, has a Masters in Communication, is a former president of the IABC Victorian Chapter, and is heavily involved in the IABC's international Gold Quill awards program.

APPLICATION FORM

Black Belt

Pipitea Campus, Victoria University,
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PRICES:

(Price includes all course materials, lunch, refreshments and the dedicated attention of our trainers)

Melcrum member: NZ \$3750 + GST (10%)

Non-member: NZ \$4150 + GST (10%)

Additional discounts are available when booking multiple people from one organisation. Please contact us for details

PLEASE CHOOSE YOUR PAYMENT METHOD:

Please charge my AMEX/VISA/MASTERCARD for the following amount:

Credit Card Number:

Expiry Date:

Security Code:

Signature:

Please invoice me for the following amount:

Attendee 1

Name:

Position:

Email:

Attendee 2

Name:

Position:

Email:

Company:

Address:

City:

Postcode:

Country:

Phone:

Fax:

Substitutions/Cancellations

You may substitute attendees at any time. For cancellations received in writing more than thirty (30) days prior to the event, attendees will receive a credit redeemable against Melcrum training. For cancellations received less than thirty (30) days prior to the event, no credits will be issued.

Payment

Please note all bookings must be paid for in full at least ten (10) working days before Module One. A confirmation letter will be sent to you acknowledging your registration. Please contact us if you do not receive this within seven days of booking. This registration form constitutes a legally binding contract. It may be necessary for reasons beyond the control of Melcrum Publishing to change the content and timing of the Program, the trainers, the date or the venue. In the unlikely event of the Program being cancelled, Melcrum will automatically make a full refund but disclaim any further liability.

CONTACT INFORMATION:

MAIL: Level 12, 95 Pitt Street, Sydney
NSW, 2000, Australia

PHONE: +61 2 8249 8352

FAX: +61 2 8249 8340

EMAIL: infoaustralia@melcrum.com

ONLINE: www.melcrum.com/blackbelt

JOIN AND SAVE OPTION

If you're not yet a Melcrum member, join the **Internal Comms Hub** and receive a subscription to **Strategic Communication Management** - for only NZ \$845 (normally \$1065)

You'll be able to attend this training at the member only price and receive these two quality communication resources!

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