

**New
topics!**

THE INTERNAL COMMUNICATION BLACK BELT MASTERCLASSES

**Intensive two-day training
for internal communicators:**

Making Managers Better Communicators

10-11 February 2009, MBS's Carlton Campus, Melbourne

17-18 February 2009, UNSW's CBD Campus, Sydney

24-25 February 2009, Sheraton, Perth

Writing and Editing

11-12 May 2009, UNSW's CBD Campus, Sydney

21-22 May 2009, UQ Business School, Brisbane

27-28 May 2009, MBS's Carlton Campus, Melbourne

Communicating Change

18-19 June 2009, UQ Business School, Brisbane

23-24 June 2009, UNSW's CBD Campus, Sydney

1-2 July 2009, Sheraton, Perth



M


MELCRUM

Connecting Communicators

Why Black Belt Masterclasses?

In every role there comes a time when you might need some extra help or a fresh perspective on a particular part of your job. Sometimes all you need is some time away from the office to talk to your peers about your challenges and ideas.

The Masterclasses are primarily designed for internal communicators who want to explore a specific area of practice. However experienced managers from other disciplines such as HR or public relations working on internal communications problems will also benefit from these courses.



Training of this kind is not available anywhere else. These two-day programs are practical and intensive and consist of a combination of case studies and hands on exercises to help you solve real business problems.

Class sizes are limited to 20 participants to give you plenty of opportunity to explore your own issues and challenges.

Your 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.

Melissa Dark

Melissa has 17 years experience in organisational communication, ranging from public relations and media relations through to change management and organisation development. Melissa has a BA in Management Communication and a Masters in Communication and she is a former president of the IABC Victorian chapter and is heavily involved in the IABC's Gold Quill awards program.

Megan Sheerin

A professional writer, Megan has over ten years' experience in employee and brand communications, journalism, copywriting and change management. As a corporate communications consultant and writing trainer, she has created high-profile strategies and tools for numerous Australian and international companies, and has conducted writing courses in employee engagement.

Making Managers Better Communicators

MASTERCLASS

Improve the communication skills of line managers

The communication skills of line managers can be the 'make or break' factor for internal communicators. Unfortunately the most innovative, creative communication strategy can come completely undone if line managers aren't up to the task. How do you make sure that your line managers have the skills and tools they need to ensure effective, two-way communication occurs at every level in your organisation?



with Melissa Dark

Day One:

The manager as communicator

- Understanding the evidence that proves managers are your most important communication channel
- Setting the context and facts to help you build a business case for your organisation
- The line manager's communication role

Identifying needs

- How do you discover what your organisation and your managers need
- Understanding common line manager communication competencies
- Building a framework for training and competencies

Forming partnerships to deliver results

- Working with your HR colleagues on building line manager skills
- Working with other key stakeholders

Day Two:

Line manager communication toolkits – how to create one

- Developing an effective and useful toolkit
- How to present it, launch it, and ensure it gets used

Line manager communication skills training

- An overview of various types of programs
- What training should include, who should run them and how they are most effectively delivered

Measuring the impact of line manager communication skills

- Evaluation techniques to measure the effectiveness of your program
- "How will you know if you've succeeded?"

Personal action planning

- Develop your own strategy to use when you get back to the office

Writing and Editing

MASTERCLASS

Become a better writer in two days

Powerful writing not only informs readers - it can equally inspire their beliefs and behaviour. From newsletters and websites to annual reports and advertising, the ability to capture peoples' minds and hearts and instigate action is what makes copy come alive. This course will teach you how to do just this—an essential skill for all communicators.



with Megan Sheerin

What you will learn:

- Understanding what different audiences want from your writing
- The basics of writing well—structure, substance, simplicity
- Writing on-brand, and how to adapt your copy to suit various audiences and objectives
- Interviewing for the right information
- Effectively editing others' writing and your own
- Banishing writer's block—how to deal with procrastination, anxiety and the blank page

How will you benefit?

This course will give you the skills and confidence you need to produce powerful writing painlessly. From blueprint to final proof, you will learn tips and techniques to help you meet your communication objectives creatively, clearly and quickly. Individual feedback on your writing, along with practical exercises, will give you real solutions to common communication challenges that you can apply immediately at work.

Who should attend?

Beginners and advanced writers seeking the understanding, skills and confidence to write engaging and effective copy for employees and external audiences will find this course valuable.

Communicating Change

MASTERCLASS

Build a change communication strategy that works for you

Are you responsible for creating communication strategies to support change in your organisation? Perhaps your organisation's is in the midst of change, or soon will be?

Adrian Cropley will help you identify key issues at each stage of the planning process, and will provide you with tools and techniques to build a robust and effective communication strategy to support change.



with Adrian Cropley

Day One:

What makes change communication different, and how can communicators add value?

- How people react - taking them with you instead of just telling them about it
- Getting teams and senior leaders on board to help with the change process
- Managing stakeholders during change & working with champions

Key issues at each stage of the communication planning process

- Setting change communication objectives
- Understanding and segmenting audiences
- Identifying key messages and communicating complex change simply
- Choosing the right channels and approaches to engage everyone during change
- The importance of research and measuring success

Day Two:

Communicating sensitive news

- Choosing the right time & right amount of effort
- Communicating in a crisis & contingency planning
- Working with other functions (HR, PR, and others)
- Supporting the line managers

Communication and culture change

- What do we mean by culture and what's involved in changing it?
- Setting realistic parameters for change
- The role of communication - where can we make the biggest difference?
- Becoming the strategic advisor to the business of changing culture

Application Form

Name: _____
Job Title: _____
Company: _____
Address: _____
City: _____
State: _____ Post Code: _____
Country: _____ Phone: _____
Email: _____

FEES:	Member price	Non-member price
1 Masterclass	\$2065 + GST	\$2295 + GST
2 Masterclasses	\$1975 + GST <i>per Masterclass</i>	\$2195 + GST <i>per Masterclass</i>
3 Masterclasses	\$1885 + GST <i>per Masterclass</i>	\$2095 + GST <i>per Masterclass</i>

The discounts apply for either one participant attending multiple Masterclasses, or multiple participants attending from the same organisation.

I WOULD LIKE TO ATTEND:

Making Managers

Better Communicators:

- 10-11 February 2009, Melbourne
- 17-18 February 2009, Sydney
- 24-25 February 2009, Perth

Writing and Editing:

- 11-12 May 2009, Sydney
- 21-22 May 2009, Brisbane
- 27-28 May 2009, Melbourne

Communicating Change:

- 18-19 June 2009, Brisbane
- 23-24 June 2009, Sydney
- 1-2 July 2009, Perth

Please send me an invoice

Please find enclosed a cheque made payable to Melcrum Publishing for AU\$

Please charge my AMEX/Visa/Mastercard for the following amount AU\$

Credit Card No: _____

Exp Date _____ Security Code _____

Name on Card _____

Signature _____

THE INTERNAL COMMUNICATION BLACK BELT

MASTERCLASSES

Contact Information:

PHONE: +61 2 8249 8352

E-MAIL: infoaustralia@melcrum.com

FAX: +61 2 8249 8338

ONLINE: www.melcrum.com

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

Substitutions/Cancellations

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

Payment

Please note all bookings must be paid for in full at least 10 working days before the date of the event, or within 30 days of registration.

A confirmation email 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 speakers, 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.

© 2008 Melcrum Publishing

All rights reserved. The format and content of this brochure constitute a copyright of Melcrum Publishing. Unauthorised reproduction will be actionable by law.

MELCRUM

Connecting Communicators