



London TDM

# Marketing and Communication Training Courses

**Course Venue:** United Arab Emirates - Dubai

**Course Date:** From 28 June 2026 To 02 July 2026

**Course Place:** Downtown Dubai

**Course Fees:** 5,000 USD

## Introduction

Effective internal communication and high levels of employee engagement are critical to the success of any organization. This 5-day professional course is designed to equip participants with the knowledge and skills needed to enhance internal communication and drive employee engagement. By the end of this course, attendees will understand the key components of successful communication strategies, how to foster an inclusive work environment, and the impact of employee engagement on organizational performance.

## Objectives

- Understand the fundamentals of internal communication.
- Explore various employee engagement strategies.
- Learn to create and implement communication plans.
- Identify the impact of culture on engagement and communication.
- Develop skills for measuring and improving communication effectiveness.

## Course Outlines

### Day 1: Fundamentals of Internal Communication

- Introduction to internal communication and its importance.
- The role of leadership in effective communication.
- Communication models and theories.
- Identifying and overcoming barriers to communication.
- Building a culture of transparency and openness.

### Day 2: Developing Effective Communication Plans

- Components of an effective communication plan.
- Setting clear objectives and goals for communication.
- Identifying target audiences and tailoring messages.
- Selecting appropriate communication channels and tools.
- Creating a timeline and budget for communication efforts.

### Day 3: Employee Engagement Strategies

- Defining and measuring employee engagement.
- Strategies for increasing employee motivation and commitment.
- The impact of recognition and reward programs.
- Fostering a supportive and inclusive workplace culture.
- Effective use of feedback and communication in engagement.

### Day 4: The Role of Culture in Communication and Engagement

- Understanding organizational culture and its influence.
- Adapting communication strategies to different cultures.
- Encouraging diversity and inclusion within the workplace.
- Managing change and cultural transformation.

- Case studies on successful cultural initiatives.

### **Day 5: Measuring and Improving Communication and Engagement**

- Tools and methods for evaluating communication effectiveness.
- Analyzing data to improve engagement strategies.
- Continuous improvement and feedback loops.
- Developing KPIs for communication and engagement.
- Creating action plans for future improvements.