

COMMUNICATIONS TACTICS DURING COVID-19

Course Code:OW204003

TRAINING OUTLINE

Managing the COVID-19 pandemic at a national level has resulted in the widespread closure or curtailment of many business and non-profit operations. This period has also revealed the extensive use of social media channels for news and infotainment purposes. As a result, organisations should strive to stay engaged with their clients, customers, service users and stakeholders even in situations where an enterprise is closed. At the end of this workshop, participants will be more informed about the range of tactics they can deploy to keep their organisation's front and centre in their stakeholder's 'minds eye'.

Key discussion topics include:

- Understanding concepts such as digital marketing, content marketing and social media marketing
- What is social selling?
- What is relationship marketing?
- Developing a communications action plan for the COVID-19 pandemic period
- Conducting a website health check

Participants will be encouraged to join questions and answers segments during the online workshop experience and each participant will receive 30 days access to the workshop materials used by the facilitator.

TRAINING OVERVIEW

Delivery Mode: Zoom Meeting

Contact Hours: 1.5

Completion Certificate: Yes

PARTICIPANT PROFILE

This online workshop is suitable for board members, volunteers, managers and staff of non-profit organisations and small businesses.

To enquire about eLearning, workshops or seminars, please email: learning@cramdentech.com

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