

# ARTICULATION

## CORPORATE *communication*

The way an organization communicates can be  
the difference between success and failure



Corporate communication is the voice of an organization. It speaks internally to employees, as well as externally to stakeholders, media, investors and the public. Corporate communication is important when things are going well and imperative during the time of crisis. It is therefore essential the strategy and execution of an organization's corporate communication to be clear, consistent and controlled.

### Program Outcomes

At the end of the 3-days session, participants will be able to:

- Identify various communications types and functions within an organization
- Plan internal and external communication strategies
- Create media tool kit
- Execute corporate communication plans
- Prepare for crisis communication

### Who should attend

- Communication officers
- Corporate Relations Officers
- Public Relation Officers
- Liaison Officers

### Methodology

Sessions will include lecture, discussion, group-based activities and individual presentation.

### ABOUT THE TRAINER

Stuart began his career as a lecturer at an early age of 23 at an international college in Malaysia teaching public speaking courses. After attaining his Masters degree in Communication in 2005, he held the position of corporate communications manager in various industries across the media, advertisement, ICT and construction industries in Brunei Darussalam and Malaysia.

### NUMBER OF PARTICIPANTS

Maximum 20 participants per class

### DURATION AND SCHEDULE OF TRAINING

3 days

### VENUE

Articulation Training Centre equipped with a purpose-built presentation stage/or as advised by client

### MEDIUM OF INSTRUCTION

Predominantly English Language  
(Malay Language will be used if necessary)

### TRAINING FEE

\$7500 per session

Unit 40, 2nd Floor, Block C, Gadong Central, Simpang 21, Jalan Gadong, Bandar Seri Begawan BE4119 Brunei Darussalam

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[www.articulation.co](http://www.articulation.co)

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