XCELERATE TRAINING INSTITUTE
your learning & development partner

PUBLIC RELATIONS

Strategic Communication Planning and Measurement Training Course

Planning Communication That Supports Business Goals and Proves Its Value

DURATION	LANGUAGE	FORMAT	COURSE CODE
5 days	English or Arabic	Classroom / Online	PRT-104

Upcoming dates

Dates	Venue	Format	Fee
22 – 26 Feb 2027	Live online	Online (live)	€1,200
1 – 5 Mar 2027	Paris	Classroom	€4,800
14 – 18 Jun 2027	Singapore	Classroom	€5,500
2 – 6 Aug 2027	Live online	Online (live)	€1,200
20 – 24 Sep 2027	Amman	Classroom	€3,800
27 – 31 Dec 2027	Amsterdam	Classroom	€4,800

Register or ask a question

Online: x8ti.com/course/strategic-communication-planning-and-measurement-tra…
+491631686678 · info@x8ti.com

Strategic Communication Planning and Measurement Training Course

Introduction

Communication teams are under pressure to show how their work supports organisational goals. Strategic communication starts with research and clear objectives, and ends with measurement of outcomes, not just outputs.

This course teaches a complete communication planning process, from research and audience insight to messages, channels, budgets, evaluation and reporting to leadership.

Learning Objectives

By the end of this course, participants will be able to:

- Link communication to organisational strategy
- Research audiences and stakeholders
- Set measurable communication objectives
- Develop messages, channels and tactics
- Plan budgets and resources
- Evaluate outcomes and report impact

Training Methodology

This course combines short expert presentations with practical exercises, case studies from the Gulf and international organisations, group discussions and work with real templates and tools. Participants are encouraged to bring examples from their own work so that the learning can be applied immediately.

Participants build a full strategic communication plan with a measurement framework.

Benefits for Your Organisation

- Communication aligned with strategy
- Better use of communication budgets
- Measurable results
- Greater credibility for the communication function

Benefits for You

- A complete planning framework
- Measurement and evaluation skills
- Templates for plans and reports
- Strategic communication confidence

Who Should Attend

This course is designed for:

- Communication and PR managers
- Corporate communication directors
- Government communication teams
- Marketing communication professionals
- Strategy and planning staff

Course Outline

Day 1: Strategy and Research

- Strategic communication principles
- Linking to organisational goals
- Situation analysis
- Audience and stakeholder research
- Reputation assessment

Day 2: Objectives and Messages

- Setting SMART communication objectives
- Message frameworks
- Narrative and storytelling
- Audience segmentation
- Positioning

Day 3: Channels and Tactics

- Owned, earned, shared and paid media
- Channel selection
- Integrated campaigns
- Calendars and workflows
- Budgets

Day 4: Measurement

- Evaluation frameworks
- Outputs, outcomes and impact
- Media and social analytics
- Surveys and reputation measurement
- Communication dashboards

Day 5: Reporting and Planning

- Reporting to leadership
- Learning and improvement
- Writing the communication plan
- Presenting plans

- Feedback and action plan

Copyright and intellectual property
This course, "Strategic Communication Planning and Measurement Training Course", is an original course by Xcelerate Training Institute. All materials, content and structure are the intellectual property of Xcelerate Training Institute. Reproduction, distribution or use of any part of this course without written consent is prohibited.

Registration Form

Strategic Communication Planning and Measurement Training Course

Preferred dates: ..... Venue or online: .....

Duration: 5 days Language: .....

Please complete and email this form to us, or register online. We confirm your place and send the invoice within one working day.

Delegate information

Full name (Mr / Ms / Dr / Eng): .....

Position: ..... Telephone / mobile: .....

Official email: ..... Personal email: .....

Company information

Company name: .....

Address: .....

City / country: ..... VAT / tax number: .....

Person responsible for training & development

Full name (Mr / Ms / Dr / Eng): .....

Position: ..... Telephone / mobile: .....

Email: .....

Payment

☐ Please invoice me ☐ Please invoice my company

Signature: ..... Date: .....

Call
+491631686678

Email this form
info@x8ti.com

Register online
Open the course page