XCELERATE TRAINING INSTITUTE
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HUMAN RESOURCES MANAGEMENT (HRM)

# Internal Communication and Employee Engagement Training Course

Keeping Employees Informed, Aligned and Engaged

| DURATION | LANGUAGE | FORMAT | COURSE CODE |
|---|---|---|---|
| 3 days | English or Arabic | Classroom / Online | PRT-103 |

## Upcoming dates

| Dates | Venue | Format | Fee |
|---|---|---|---|
| 11 – 13 ????? 2027 | Paris | Classroom | €3?200 |
| 1 – 3 ???? 2027 | Live online | Online (live) | €900 |
| 19 – 21 ????? 2027 | Singapore | Classroom | €3?900 |
| 26 – 28 ????? 2027 | Amman | Classroom | €2?600 |
| 13 – 15 ?????? 2027 | Live online | Online (live) | €900 |
| 4 – 6 ?????? 2027 | Amsterdam | Classroom | €3?200 |

### Register or ask a question

Online: x8ti.com/course/internal-communication-and-employee-engagement-train…
+491631686678 · info@x8ti.com

# Internal Communication and Employee Engagement Training Course

## Introduction

Employees who understand the organisation's direction and feel heard are more engaged, productive and loyal. Yet many organisations rely on scattered emails and announcements that employees ignore.

This course shows how to plan and deliver effective internal communication: strategy, channels, leadership communication, change communication, employee voice and measurement.

## Learning Objectives

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

- Build an internal communication strategy
- Choose the right channels for different audiences
- Support leaders to communicate effectively
- Communicate organisational change
- Encourage employee feedback and dialogue
- Measure internal communication effectiveness

## 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 audit internal channels and build an internal communication plan.

## Benefits for Your Organisation

- Better-informed, aligned employees
- Higher engagement and retention
- Smoother change programmes
- Stronger organisational culture

## Benefits for You

- Internal communication planning skills
- Change communication techniques
- Channel and content ideas
- Measurement tools

## Who Should Attend

This course is designed for:

- Internal communication specialists

- PR and communication managers
- HR and engagement professionals
- Change managers
- Leaders and managers

## Course Outline

### Day 1: Internal Communication Strategy

- The role of internal communication
- Understanding employee audiences
- Communication audits
- Strategy and objectives
- Channels and platforms

### Day 2: Content and Leadership

- Writing for employees
- Leadership communication
- Town halls and team briefings
- Change communication
- Frontline and deskless employees

### Day 3: Engagement and Measurement

- Employee voice and feedback
- Recognition and storytelling
- Measuring effectiveness
- Internal communication plans
- Action plan

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# Registration Form

## Internal Communication and Employee Engagement Training Course

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

Duration: 3 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: .....

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