

# Seminar & Workshop: Communication Management

### **Summary**

✓ Course dates: November 21 – 23, 2024 and November 28 - 30, 2024

✓ Course duration: 5 days

✓ Language: German

✓ Location: Online

✓ Certificate: Certificate of Participation

✓ Format: Online

✓ Lecturer: Prof. Dr. D. Georg Adlmaier-Herbst

✓ Price: 2460 €

#### Course overview

Informing, explaining, convincing - professional communication management has become a strategic success factor for organizations and companies in times of digitalization, sustainability and diversity. The course deals with the establishment and development of clear, attractive images of a company or organisation and its services. The goal of these images is to facilitate positive behaviour and attitudes of internal and external reference groups towards the company.

#### Course content

- ✓ Basics of communication management
  - o Relevance of communication management
  - Communication and decision planning
- ✓ Internal communication as management process
  - o Basics and instruments of employee's communication
  - Employee's communication as management process
  - Application of management models
- ✓ Storytelling
  - o Basics and techniques of storytelling
  - Relevant factors of impact
- ✓ Text and image communication
- ✓ Communication in social media
- ✓ Basics and instruments of crisis communication

#### **Dates**

November 21 - 23, 2024 and November 28 - 30, 2024 (virtual classroom sessions). The sessions start on Thursday at 13:00 (CET) and end at 17:00 (CET), on Friday and Saturday at 09:00 (CET) until 17:00 (CET).

## **Booking and contact**

Register here: <a href="https://www.academy-tu.berlin/en/courses/short-courses">https://www.academy-tu.berlin/en/courses/short-courses</a>

Should you have any questions, please contact the TU Berlin Academy Team at: +49 30 4472 0232 or via email: info@academy-tu.berlin. We hope to see you in Berlin - or online - very soon!