informatech



PUBLIC RELATIONS | COURSE

Corporate Communication Auditing and Measurement

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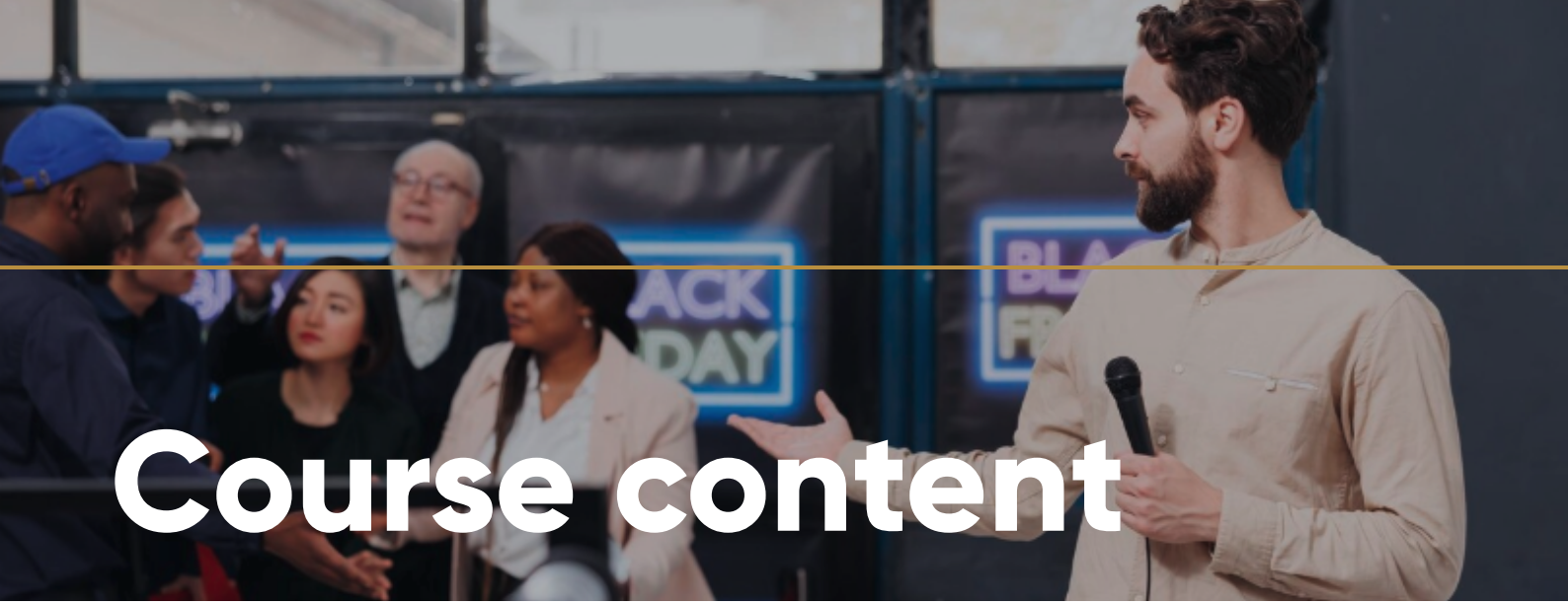


Course content

Why Attend

Communication Auditing is evaluating and assessing an organization's internal and external communication practices, channels, and messages to identify improvement areas and ensure that communication aligns with the organization's overall business strategy. Communication auditing involves examining the organization's communication policies, practices, and systems to determine if they are effective, efficient, and in line with the organization and its stakeholders' needs.

In this course, participants will be exposed to the skills needed to assess organizational communication effectiveness, identify improvement areas, develop solutions to enhance communication, conduct audits, analyze data, and present findings to key stakeholders. Participants will also learn how to create effective communication plans and develop metrics to measure success.

The interactive and participatory workshop includes various learning tools to enable the participants to operate effectively and efficiently in a multifunctional environment. The course is based on presentations, role-playing and group exercises, experience sharing in roundtable discussions, team exercises, and group debriefing.

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

• Develop a comprehensive understanding of communication auditing and its benefits

• Learn and apply the fundamentals of the communication auditing process

• Develop analytical skills to assess and audit internal and external communication

• Overcome communication challenges in organizations

• Design strategies for implementing communication audit recommendations

The course is ideal for professionals in communication, human resources, and management roles looking to improve communication within their organization.

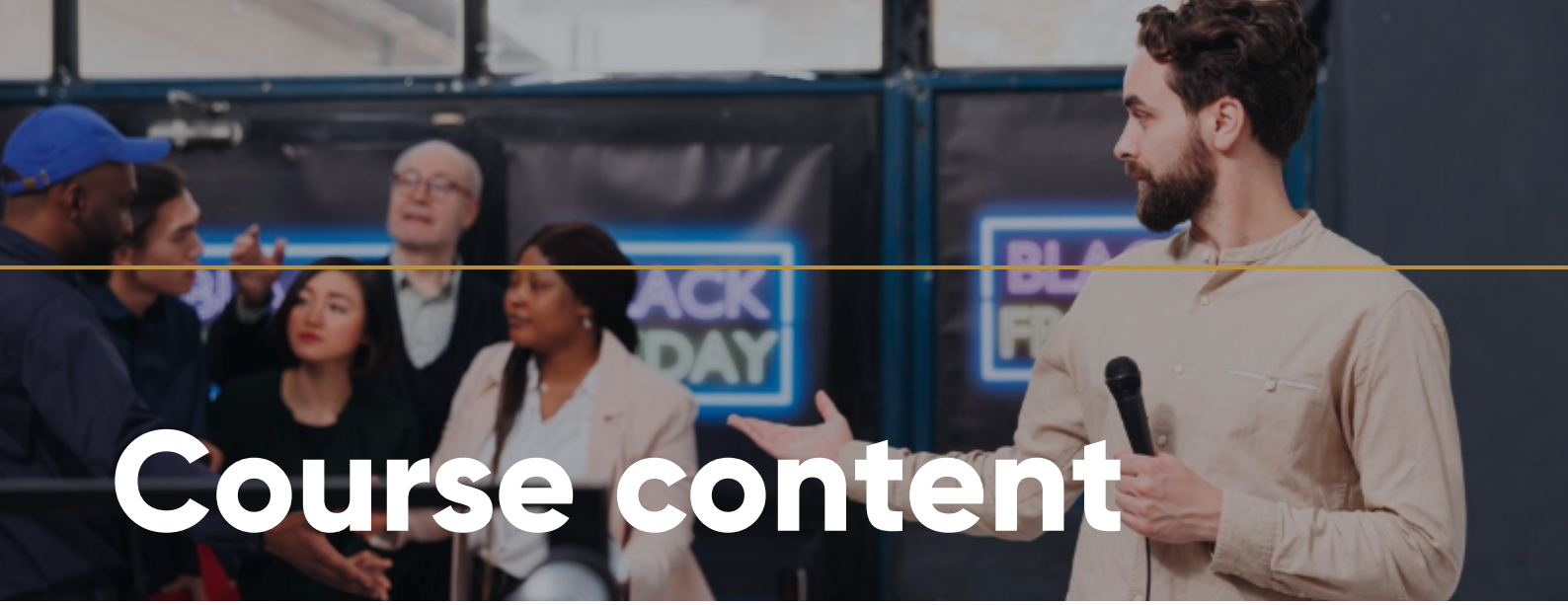
• Communication Auditing Knowledge and Understanding

• Communication Audit Process Skills

• Organizational Communication Assessment

• Communication Challenges Awareness

• Implementation and Impact Evaluation Skills



Course content

Why Attend

• Ongoing Communication Auditing and Ethical Considerations

Course outline

Introduction to Communication Auditing

• Definition and importance of communication auditing

• Benefits and objectives of conducting communication audits

• Overview of key concepts and methodologies in communication auditing

• Communication auditing and overall business strategy

• Importance of communication auditing in organizations

• Types of communication audits

The Communication Audit Process

• Step-by-step process for conducting a communication audit

• Understanding the different types of communication audits

• Collecting data and analyzing findings

• Planning and preparation

• Developing an audit plan and timeline

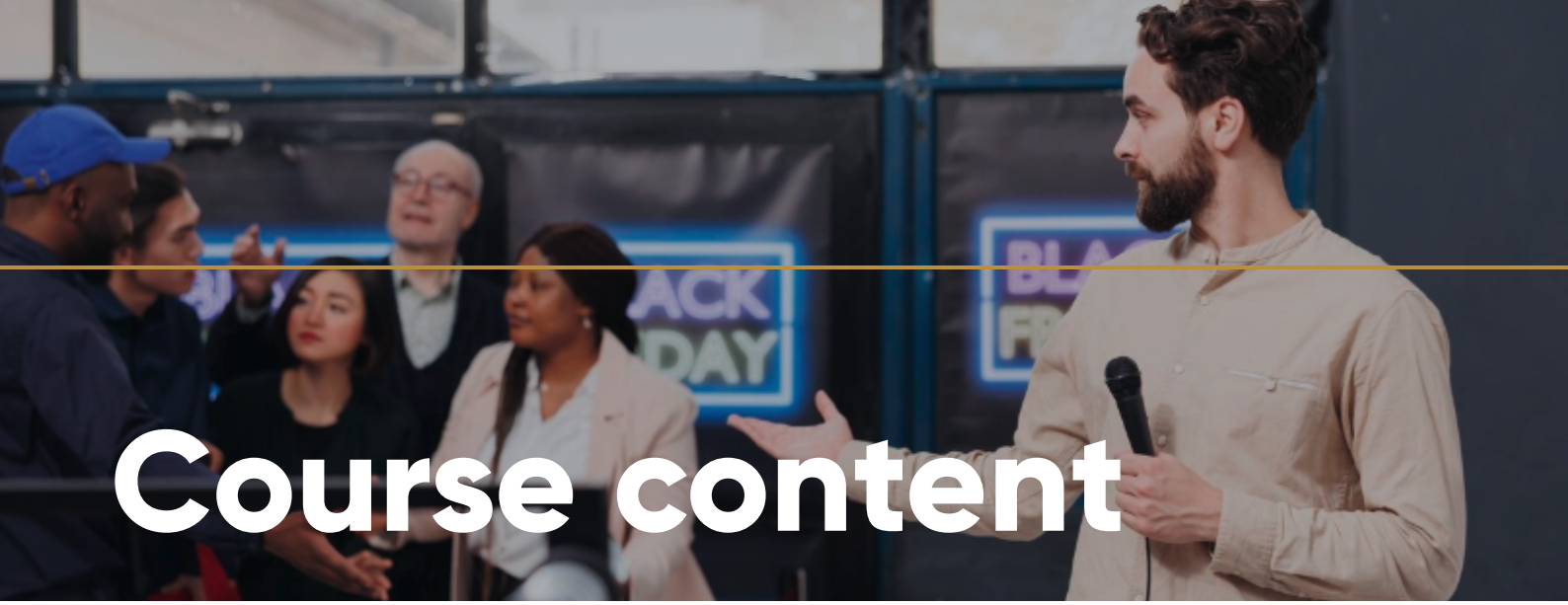
• Establishing metrics and benchmarks for evaluation

Assessing and Evaluating Organizational Communication

• Assessing internal communication

• Key areas to assess in internal communication

• Evaluating external communication



Course content

Course outline

- Developing effective external communication strategies
- Stakeholder engagement and feedback
- Identifying key stakeholders and their communication preferences
- Developing strategies to enhance stakeholder engagement and communication

Communication Challenges in Organizations

- Communication functions in organizations
- Informative, regulative, persuasive, and interpretive
- Common challenges in organizational communication
- Verbal communication obstacles
- Nonverbal communication hurdles
- Technology-mediated communication issues
- Cross-cultural communication challenges

Implementing Communication Audit Recommendations

- Strategies for implementing recommendations
- Developing an action plan based on communication audit findings
- Measuring the impact of communication audit recommendations
- Ethical considerations in communication auditing
- Importance of ongoing communication auditing
- Ethical considerations in communication auditing



Seminar dates

Available seminar dates

Live dates and pricing for Corporate Communication Auditing and Measurement generated from the course details page.

Date	Location	Format	Fee
14 - 18 December 2026	Munich - Germany	Classroom	**€2,760.-**
18 - 22 January 2027	Barcelona - Spain	Classroom	**€3,080.-**
15 - 19 February 2027	Frankfurt - Germany	Classroom	**€2,600.-**
15 - 19 March 2027	Rome - Italy	Classroom	**€3,400.-**
19 - 23 April 2027	Kuala lumpur - Malaysia	Classroom	**€1,800.-**
17 - 21 May 2027	Barcelona - Spain	Classroom	**€3,080.-**
21 - 25 June 2027	London - U.K	Classroom	**€3,360.-**
19 - 23 July 2027	Munich - Germany	Classroom	**€3,400.-**
16 - 20 August 2027	Barcelona - Spain	Classroom	**€3,080.-**
20 - 24 September 2027	Frankfurt - Germany	Classroom	**€2,600.-**
18 - 22 October 2027	Rome - Italy	Classroom	**€3,400.-**
15 - 19 November 2027	Kuala lumpur - Malaysia	Classroom	**€1,800.-**
20 - 24 December 2027	Barcelona - Spain	Classroom	**€3,080.-**

Live online option	Online delivery is available at €1,850.-.