

STRATEGIC COMMUNICATION: THINKING, PLANNING AND EXECUTION

Amsterdam - Netherlands
23 - Feb 2026 - 27 - Feb 2026
\$6,000



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Introduction

Effective communication is a critical driver of organizational success. Whether you're developing a new campaign, leading a team, or managing stakeholder relationships, strategic communication empowers professionals to align messaging with business goals. It bridges the gap between intention and perception, ensuring that communication is purposeful, targeted, and measurable. This course offers a structured pathway to enhance your communication competencies by thinking strategically, planning effectively, and executing with clarity. Participants will explore frameworks, tools, and real-world examples to strengthen their ability to influence, inform, and inspire across various platforms and audiences.

Strategic Communication: Thinking, Planning and Execution Course Objectives

- Gain an in-depth understanding of strategic communication principles.
- Learn how to align communication with organizational goals and stakeholder needs.
- Develop skills to craft compelling messages using various media and channels.
- Master communication planning techniques that enhance clarity and consistency.
- Apply tools to measure communication effectiveness and adapt strategies accordingly.
- Strengthen their ability to lead communication initiatives during change, crises, and transformation.
- Practice communication techniques through real-world case studies and interactive exercises.

Course Methodology



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This course combines theory with practical applications. Participants will engage in case studies, simulations, group discussions, and hands-on exercises to enhance their learning experience.

Who Should Take This Course

- Communication professionals and PR officers
- Managers and team leaders
- Strategic planners and marketing staff
- Public affairs and stakeholder engagement professionals
- Professionals involved in organizational development and change communication

Strategic Communication: Thinking, Planning and Execution Course Outlines

Day 1: Foundations of Strategic Communication

- Defining strategic communication: Purpose, value, and scope
- Principles of effective communication and message design
- Understanding internal and external communication contexts
- The communication audit: Assessing your current strategy
- Identifying audiences, stakeholders, and key influencers

Day 2: Strategic Thinking and Message Development

- The role of strategic thinking in communication planning
- Developing consistent key messages and value propositions
- Aligning communication with organizational objectives



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- Crafting persuasive, inclusive, and culturally appropriate messages
- Storytelling and narrative building for strategic impact

Day 3: Communication Planning Frameworks

- Components of an effective communication strategy
- Tools for planning: SWOT, stakeholder mapping, message matrices
- Selecting communication channels and media mix
- Timing, frequency, and rhythm of communications
- Budgeting and resource allocation for communication initiatives

Day 4: Execution and Campaign Management

- Implementing communication plans across various platforms
- Managing digital, traditional, and interpersonal channels
- Cross-functional collaboration for message consistency
- Handling sensitive topics and high-stakes communication
- Monitoring real-time responses and adapting on the go

Day 5: Evaluation and Improvement

- Measuring communication effectiveness: KPIs and tools
- Feedback loops and post-campaign evaluations
- Crisis communication preparedness and response
- Lessons learned: Case studies of successful and failed campaigns
- Building a culture of continuous improvement in communication



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Conclusion

By successfully completing this training course with Gentex Training Center, participants will gain valuable insights into how strategic communication can be used to achieve business goals, shape public perception, and drive change. They will leave equipped with practical tools and frameworks to develop, implement, and evaluate communication strategies across different contexts and industries.

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