

## 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: 2660 €

### 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
  - Relevance of communication management
  - Communication and decision planning
- ✓ Internal communication as management process
  - Basics and instruments of employee's communication
  - Employee's communication as management process
  - Application of management models
- ✓ Storytelling
  - 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: <https://www.academy-tu.berlin/en/courses/short-courses>

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