

STAKEHOLDER RELATIONS

BUILDING BRAND AMBASSADORS TRAINING



Are your employees trained how use social media in good times and when there is a crisis? Do they know how and when to 'engage' when approached? If not, this program is your solution. Alicomm International is proud to offer this relevant, essential, customized training, designed to build brand ambassadors and stakeholder relationships, strategically using conversations and social media.

The chapters are specifically designed engage employees on a communication journey, exploring the real world threats and opportunities of the current media landscape...and how it impacts them, and the organization.

The program will empower and enlighten employees to approach encounters **as opportunities**, connect their stories to company values and respect the boundaries of 'spokesperson' by using social media appropriately.

PROGRAM FEATURES

- Intro CUSTOMIZED and provided by your company leadership to endorse program
- CUSTOMIZED, downloadable workbooks available for participants
- Real world CURRENT events/examples related to your industry and relevant media threats
- A la carte, on demand, pay per viewership available for remote employees
- TRAIN the TRAINER workshops provided for selected in-house leaders to facilitate the program
- Perfect on-boarding tool for new hires or communication compliance refresher
- Customized facilitator guides provided to conduct the program and guide conversation between chapters for ENHANCED LEARNING & sharing
- Customized introduction provided by your leadership, endorsing the program and stating objectives.

ACTIONS <<< SOLUTIONS <<< CHALLENGES

PROGRAM CHAPTERS



INTRO A - Alison /Anchor	The case for media engagement, every person has a role to play
INTRO B - Business leader <i>Customized</i>	Welcome, program endorsement & business objective
Chapter 1	SOCIAL MEDIA TODAY: Risks, Rewards & Ripple Effects
Chapter 2	PLANNED MEDIA ENGAGEMENTS: Setting Goals and Managing Expectations
Chapter 3	UNPLANNED MEDIA ENGAGEMENTS: Are You Ever Really Off Duty?
Chapter 4	MEDIA ENCOUNTERS: When To Engage & When To Yield
Chapter 5	MEDIA RULES: Responding Strategically & Staying in Your Lane
Chapter 6	GREEN LIGHT MEDIA RESPONSES: Owning Your Story and Crisis Response
Chapter 7 <i>Customized</i>	MEDIA ENGAGEMENT: Get Connected & Share