

*One day in-house workshop*

## **Understanding 'New Communications' and how they relate to your organisation**

**There are new opportunities for improved communication and collaboration in organisations. Professional communicators need to understand and to begin to work with these new tools now – or risk their organisations being left behind.**

New online and digital tools such as **'wiki's, podcasts, social and collaborative networking, RSS, blogging and other Web 2.0 applications** offer realistic opportunities to improve people engagement, create more effective communication, encourage participation and reduce cost.

Based on the practical experience of working with UK and international organisations to enhance communications and cross-cultural collaboration through digital and mobile technologies, this workshop will help you and your team to cut through all the jargon. In one day you'll understand how to make these new communication opportunities and challenges work for your organisation.

### **Topics will include:**

- **Key differences between traditional and 'new' communications – dovetailing the new with the old.**
- **De-mystifying the jargon connected with topics such as 'Wiki's, Podcasts, Social Networking, RSS, Blogging, other 'Web 2.0' applications, aspects of Mobile and more.**
- **Explaining real life case studies as to how these technologies are already being used in organisational communications.**
- **Practical metrics: Demonstrating the success or failure of a new communications initiative.**
- **Practical 'hands on' experimentation** (see options)
- **Applying lessons learnt to your own organisational communication challenges.**

### **Your workshop leader and facilitator**

**Matt O'Neill**  
*Senior partner with  
Cordovan Digital*



Matt brings over seven years of hands-on experience in digital communications applied in both public and private sector applications, and within numerous international organisations. Matt is editorial advisor for Channels and New Media to Melcum, publisher of *Strategic Communications* and the *Internal Communicators Hub* online networking platform.

Additionally he runs monthly informal gatherings for professional communicators in the London area.  
[www.communicatorsnetwork.com](http://www.communicatorsnetwork.com).

### **Who should attend?**

All those with a responsibility for communications activities within both the public and private sectors. The workshop will provide an easily understandable grounding for all levels of management and is particularly well suited for a team of in-house professionals. In addition to being relevant for Communications professionals, HR staff will also gain from participation. Only base knowledge in computing is required.

## What will you gain from participation?

The workshop objective is to provide solid information for professional communicators to be aware of the changing communications landscape and have sufficient knowledge to act when being pro-active or responding to a query.

*Following the workshop, attendees will be able to:*

- **Understand associated definitions**
- **Know when and broadly how to apply the new technologies in a real life environment. Having sufficient knowledge to cite real life examples when selling in a 'New' Comms initiative to senior management/ staff.**
- **Know how to measure the impact of your new communications activities**
- **Demonstrate new skills and ideas to apply with your team to create more effective communications and promote employee engagement.**

## Workshop fee:

1-day workshop, delivered on your premises  
*Maximum 12 participants: £2,495.00 excl VAT.*

## Useful additions:

**Option 1 - Skills audit:** Prior to the workshop we will conduct an online skills audit of participants. This provides us with an understanding of participant skills and existing knowledge. This ensures that the workshop starts at the correct level for each individual participant and help us to optimise content. *Fee: £750.00 ex VAT*

**Option 2 - Practical exercises:** where required, we can arrange for the hire of pre-enabled laptop computers with utilities that will allow your team to experiment with technologies such as blogging, podcasting, online video production, wiki's and more. *Fee: £400 per enabled machine.* (Note: It may also be possible to pre-enable client equipment. Please consult with us first)

**Option 3 - Production of your own multi-media knowledge-sharing asset outlining what's been learnt during the workshop:** We act as a technical facilitator to produce an online AV presentation. This is created using direct input from the workshop participants. This is put up on the web within days and is an excellent way of holding onto and sharing key concepts.

Examples: <http://www.activ-media.com/kin/index.htm> and [http://www.activ-media.com/podcast\\_summit/index.htm](http://www.activ-media.com/podcast_summit/index.htm)

*Fee: (only as workshop option): £1595.00 ex VAT.*

## Contact and booking:

To book a workshop, to discuss specific requirements or for further information please call Matt O'Neill on **+44 (0)20 7043 6050** or mobile **+44 (0)7815 876 904**, or email at **[matt.oneill@cordovan.co.uk](mailto:matt.oneill@cordovan.co.uk)**

## About Cordovan:

Cordovan Digital is a part of the international Cordovan Group with specialist operations in communication and business consulting in London, Stockholm, Brussels and Nice. **[www.cordovangroup.com](http://www.cordovangroup.com)**.