

## Seminar & Workshop: Communication Management

### Summary

- ✓ Course dates: August 21 – 25, 2023
- ✓ 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
- ✓ Information processing and action planning
- ✓ The communication concept
- ✓ Communication Strategies
- ✓ Internal Communication
- ✓ Text communication
- ✓ Image communication
- ✓ Storytelling
- ✓ Communication in Social Media
- ✓ Crisis communication
- ✓ Change communication

### Dates

August 21 - 25, 2023 (virtual classroom sessions).

### 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!