Garnet
Garnet Global Training Center

GGT-EX-110

Executive Programs & Board Education

# Executive Communication & Media Presence

التواصل التنفيذي والحضور الإعلامي

| Duration | Language | Formats | Hours | Level |
|---|---|---|---|---|
| **5 or 10 days** | **English or Arabic** | **Classroom, online, in-house** | **35 / 70** | **Leadership & strategy** |

## Overview

Executive Communication & Media Presence is a leadership program that connects strategic choices with execution, people and results. Short, high-level programs for executives and board members on strategy, finance and governance. It runs as a 5-day or 10-day program in English or Arabic, in classrooms in Dubai, Riyadh, Cairo, London, Istanbul and other cities, or live online, and can be delivered in-house.

## What you will be able to do

- Set direction and priorities for Executive Communication & Media Presence in your organisation.
- Build a personal leadership agenda for the next year.
- Make sound decisions with incomplete information.
- Align people, structure and culture with strategy.
- Lead change and handle resistance constructively.

## Who should attend

C-suite executives, board members, senior government officials and owners. It is aimed at managers and executives who set direction and are accountable for results.

## Key topics

- Strategy at the top
- Finance for executives
- Board effectiveness
- Leading transformation
- Risk oversight
- Peer learning

## Formats and fees

| | |
|---|---|
| 5-day classroom | **USD 4,750** |
| 5-day online | **USD 2,950** |
| 10-day classroom | **USD 8,950** |
| 10-day online | **USD 5,450** |
| In-house | **Quotation per group** |

Fees per participant, excluding VAT.

## Register or ask

**WhatsApp:** +971 56 674 7382

**Email:** info@garnettrainings.com

**Training:** training@garnettrainings.com

**Web:** garnettrainings.com

Sharjah Publishing City Free Zone, Sharjah, UAE

## Certificate

Participants who attend at least 90% of sessions and complete the final assessment receive a certificate of completion stating 35 contact hours (5-day) or 70 contact hours (10-day).

## 5-day outline

### Day 1 Strategic context of Executive Communication & Media Presence

- Leading transformation
- Common mistakes and how to avoid them

### Day 2 Setting direction and priorities

- Risk oversight
- Peer learning

### Day 3 Leading people through change

- Strategy at the top
- Regional and international case studies

### Day 4 Decisions, risk and stakeholders

- Finance for executives
- Checklists and templates to take away

### Day 5 Leadership commitments and action plan

- Board effectiveness
- Group discussion and peer review

## 10-day outline

### Day 1 Strategic context of Executive Communication & Media Presence

- Leading transformation
- Common mistakes and how to avoid them

### Day 2 Setting direction and priorities

- Risk oversight
- Peer learning

### Day 3 Leading people through change

- Strategy at the top
- Regional and international case studies

### Day 4 Decisions, risk and stakeholders

- Finance for executives
- Checklists and templates to take away

### Day 5 Leadership commitments and action plan

- Board effectiveness
- Group discussion and peer review

### Day 6 Advanced techniques and specialist practice

- Complex cases in depth
- Measurement and reporting

### Day 7 Digital tools, data and automation

- Analysis tools and software
- Using AI in this field

### Day 8 Benchmarking against international practice

- Global performance benchmarks
- Hands-on workshop on a workplace challenge

### Day 9 Capstone project

- Analyse a real challenge from your organisation
- Build the solution and implementation plan

### Day 10 Presentations, final assessment and certificates

- Project presentations and review
- Final exam and certificate award

## Schedule 2027–2030

| Dates | Format | City | Language | Fee (USD) |
|---|---|---|---|---|
| 3–7 Jan 2027 | 5-day classroom | Kuwait City | English | 4,750 |
| 4–8 Jul 2027 | 5-day classroom | Cairo | Arabic | 4,750 |
| 11–15 Oct 2027 | 5-day online | Live online | Arabic | 2,950 |
| 6–17 Dec 2027 | 10-day classroom | Amsterdam | English | 8,950 |
| 10–21 Jan 2028 | 10-day online | Live online | English | 5,450 |
| 20–24 Mar 2028 | 5-day classroom | Dubai | Arabic | 4,750 |
| 17–28 Jul 2028 | 10-day classroom | Amsterdam | English | 8,950 |
| 11–15 Sep 2028 | 5-day classroom | London | English | 4,750 |
| 9–13 Apr 2029 | 5-day online | Live online | English | 2,950 |

| Dates | Format | City | Language | Fee (USD) |
|---|---|---|---|---|
| 15–19 Jul 2029 | 5-day classroom | Cairo | Arabic | 4,750 |
| 10–14 Sep 2029 | 5-day classroom | Abu Dhabi | Arabic | 4,750 |
| 11–22 Nov 2029 | 10-day classroom | Manama | Arabic | 8,950 |
| 11–22 Feb 2030 | 10-day classroom | Vienna | English | 8,950 |
| 12–23 Aug 2030 | 10-day online | Live online | English | 5,450 |
| 16–20 Sep 2030 | 5-day classroom | Geneva | English | 4,750 |
| 11–15 Nov 2030 | 5-day classroom | London | English | 4,750 |

Customised and in-house versions of this course are available on request. garnettrainings.com/en/customise/