Garnet
Garnet Global Training Center

GGT-MK-133

Marketing, Sales & Communication

Internal Communication

الاتصال الداخلي

Duration	Language	Formats	Hours	Level
5 or 10 days	**English or Arabic**	**Classroom, online, in-house**	**35 / 70**	**Intermediate (practitioner)**

Overview

Participants in Internal Communication practise the methods, tools and standards they need to perform reliably and solve problems on the job. Win and keep customers with sharper strategy, selling and communication. You can join a public session in one of 20 cities or live online, in English or Arabic, or bring the course in-house with examples from your own operations.

What you will be able to do

- Apply the methods and standards of Internal Communication to real tasks.
- Use the right tools, checks and calculations step by step.
- Diagnose common problems and identify root causes.
- Interpret data and results correctly and act on them.
- Follow safe, compliant and documented work practices.

Who should attend

Marketing and sales teams, account managers, PR and communication specialists. Practitioners with one to five years of experience benefit most.

Key topics

- Customer insight and segmentation
- Brand and positioning
- Digital channels and content
- Sales process and negotiation
- Measurement and ROI
- Media and stakeholder communication

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 Internal Communication: principles and standards

- Sales process and negotiation
- Checklists and templates to take away

Day 2 Methods and tools in practice

- Measurement and ROI
- Media and stakeholder communication

Day 3 Diagnosis and problem solving

- Customer insight and segmentation
- Group discussion and peer review

Day 4 Quality, safety and documentation

- Brand and positioning
- Measurement and reporting

Day 5 Workshop, assessment and action plan

- Digital channels and content
- Hands-on workshop on a workplace challenge

10-day outline

Day 1 Internal Communication: principles and standards

- Sales process and negotiation
- Checklists and templates to take away

Day 2 Methods and tools in practice

- Measurement and ROI
- Media and stakeholder communication

Day 3 Diagnosis and problem solving

- Customer insight and segmentation
- Group discussion and peer review

Day 4 Quality, safety and documentation

- Brand and positioning
- Measurement and reporting

Day 5 Workshop, assessment and action plan

- Digital channels and content
- Hands-on workshop on a workplace challenge

Day 6 Advanced techniques and specialist practice

- Complex cases in depth
- Common mistakes and how to avoid them

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
- Regional and international case studies

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)
1–5 Mar 2027	5-day online	Live online	English	2,950
13–24 Sep 2027	10-day classroom	London	English	8,950
21–25 Nov 2027	5-day classroom	Manama	English	4,750
19–23 Dec 2027	5-day classroom	Kuwait City	English	4,750
13–24 Mar 2028	10-day classroom	Amsterdam	English	8,950
3–7 Apr 2028	5-day classroom	Istanbul	English	4,750
8–19 May 2028	10-day online	Live online	English	5,450
9–13 Oct 2028	5-day classroom	Dubai	Arabic	4,750
19–23 Mar 2029	5-day online	Live online	Arabic	2,950

Dates	Format	City	Language	Fee (USD)
9–13 Apr 2029	5-day classroom	Vienna	English	4,750
21 May – 1 Jun 2029	10-day classroom	Amsterdam	English	8,950
16–20 Jul 2029	5-day classroom	Kuala Lumpur	English	4,750
8–12 Apr 2030	5-day classroom	London	English	4,750
17–21 Jun 2030	5-day classroom	Dubai	Arabic	4,750
7–18 Jul 2030	10-day classroom	Jeddah	English	8,950
16–27 Sep 2030	10-day online	Live online	Arabic	5,450

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