

aractech

Global Learning for Operational Leaders



PUBLIC RELATIONS

Corporate Communication Auditing and Measurement

Contact

+31 85 7444446
info@aractech.com
<https://aractech.com>

Address

Waarderweg 50, 2031PB Haarlem - Netherlands.

Course content

Why Attend

Communication Auditing is evaluating and assessing an organization's internal and external communication practices, channels, and messages to identify improvement areas and ensure that communication aligns with the organization's overall business strategy. Communication auditing involves examining the organization's communication policies, practices, and systems to determine if they are effective, efficient, and in line with the organization and its stakeholders' needs.

In this course, participants will be exposed to the skills needed to assess organizational communication effectiveness, identify improvement areas, develop solutions to enhance communication, conduct audits, analyze data, and present findings to key stakeholders. Participants will also learn how to create effective communication plans and develop metrics to measure success.

Course Methodology

- The interactive and participatory workshop includes various learning tools to enable the participants to operate effectively and efficiently in a multifunctional environment. The course is based on presentations, role-playing and group exercises, experience sharing in roundtable discussions, team exercises, and group debriefing.

Course Objectives

- Develop a comprehensive understanding of communication auditing and its benefits
- Learn and apply the fundamentals of the communication auditing process
- Develop analytical skills to assess and audit internal and external communication
- Overcome communication challenges in organizations
- Design strategies for implementing communication audit recommendations

Target Audience

- The course is ideal for professionals in communication, human resources, and management roles looking to improve communication within their organization.
- Target Competencies
- Communication Auditing Knowledge and Understanding
- Communication Audit Process Skills

Course outline

Detailed course outline

Module-by-module outline for Corporate Communication Auditing and Measurement.

Module 1 - Introduction to Communication Auditing

- Definition and importance of communication auditing
- Benefits and objectives of conducting communication audits
- Overview of key concepts and methodologies in communication auditing
- Communication auditing and overall business strategy
- Importance of communication auditing in organizations
- Types of communication audits

Module 2 - The Communication Audit Process

- Step-by-step process for conducting a communication audit
- Understanding the different types of communication audits
- Collecting data and analyzing findings
- Planning and preparation
- Developing an audit plan and timeline
- Establishing metrics and benchmarks for evaluation

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Module 3 - Assessing and Evaluating Organizational Communication

- Assessing internal communication
- Key areas to assess in internal communication
- Evaluating external communication
- Developing effective external communication strategies
- Stakeholder engagement and feedback
- Identifying key stakeholders and their communication preferences

Module 4 - Communication Challenges in Organizations

- Communication functions in organizations
- Informative, regulative, persuasive, and interpretive
- Common challenges in organizational communication
- Verbal communication obstacles
- Nonverbal communication hurdles
- Technology-mediated communication issues

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Module 5 - Implementing Communication Audit Recommendations

- Strategies for implementing recommendations
- Developing an action plan based on communication audit findings
- Measuring the impact of communication audit recommendations
- Ethical considerations in communication auditing
- Importance of ongoing communication auditing

Seminar dates

Available seminar dates

Live dates and pricing for Corporate Communication Auditing and Measurement generated from the course details page.

Date	Location	Format	Fee
15 - 19 June 2026	Barcelona	Classroom	€2,695
20 - 24 July 2026	Frankfurt	Classroom	€2,275
3 - 7 August 2026	Rome	Classroom	€2,975
7 - 11 September 2026	Kuala lumpur	Classroom	€1,575
12 - 16 October 2026	Barcelona	Classroom	€2,695
9 - 13 November 2026	London	Classroom	€2,940
14 - 18 December 2026	Munich	Classroom	€2,415

Live online option

Online delivery is available at €1,250.