



Putting managers at the heart of your internal communications - Thursday 20 May 2010, 9.00am to 12.30pm

Engaging, equipping and supporting line managers and team leaders is undoubtedly one of the key challenges any professional services communicator will face. Not only do they provide the vital link between strategy and day-to-day action, but they are also very often the conduit for much of what ultimately gets communicated to employees.

This brand new workshop will focus exclusively on the role of managers as part of the communication process. Using a range of case studies and research-based evidence, it will provide a fast-paced introduction to the topic and show you how to incorporate managers into your wider employee communication strategy. Along the way you'll learn:

- The business case for investing more of your budget in line managers
- The traits of *The Engaging Manager* – what makes the great ones stand out from the crowd
- How to ensure manager-led communication supports and reinforces your other channels
- How to build managers' communication skills and competencies
- How to hardwire employee communication and engagement excellence into line managers' roles
- How to ensure you feed managers the right content and equip them with the right tools

Lee Smith Lee Smith is co-founder and director of Gatehouse, a growing consultancy specialising in employee communication, engagement and change. Lee has spent half of his life working in the field of corporate communication, during which time he has held senior positions with some of the UK's leading financial and professional services organisations.

To facilitate interaction, each workshop is restricted to 18 attendees

Venue:
tbc, Central London

Fee: **£229.13**
(£195 + VAT)

No booking can be confirmed without payment. The fee includes: refreshments and handout of workshop material

Cancellations/
Substitutions:

Due to the restricted number of places at each workshop, refundable cancellations are only accepted one month prior to the event (a cancellation fee of £25 + VAT will be incurred). Substitutions, however, can be made at any time. PMI reserves the right to cancel with no liability beyond refund of fees paid.

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Name Position

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I enclose a cheque for £..... made payable to *Practice Management International LLP*.

I would like to pay by Visa/Mastercard/Maestro/AmEx (please circle as appropriate)

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Confirmation of booking will be sent by return as well as a VAT receipt

Please return this form to:

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