



Comms Creatives Academy

Where comms pros grow their impact

Build clarity, competence,
creativity, confidence and
capacity with expert training
and community





Comms Creatives
Academy

A note from Hel



Welcome to Comms Creatives Academy

When I worked in comms, my team was often working flat out, sometimes feeling invisible in the organisation, and always battling for space to grow.

That's why we created the Academy - a place where comms pros can step out of firefighting mode, get their creativity back, and build the skills that make the biggest difference.

We've seen members land promotions, lead wildly successful campaigns, and finally get recognised for their talent. Teams align, build confidence and make measurable impact.

I'd love to welcome you inside to see what you'll achieve too.

Hel Reynolds

Comms professionals today are up against it:

- **Constant firefighting:** Always reacting, never enough time to plan ahead.
- **Distracted audiences:** People scroll, skim, and tune out faster than ever.
- **Pressure to prove ROI:** Leaders want evidence, but time and tools are limited.
- **Keeping up with change:** Platforms, tools, and trends never stop shifting.
- **Little time for creativity:** Ideas are squeezed out by delivery deadlines.

Comms Creatives Academy is built to tackle all these challenges head-on. Every course, live session, and template is designed to give comms pros the skills, support, and confidence they need to be at their best.


250+
Active members


50+
Comms courses


5
Comms experts
in residence



Comms Creatives
Academy

All the training you need, all year: for a single, one-off fee

There's nothing else like it for comms professionals - unlimited access to EVERYTHING:

50+ comms courses included

Strategy, social media, internal comms, video, creativity, evaluation, crisis, and more.

One approval, done

No need to keep chasing sign-offs for every course. Approve once, and your team has a whole year of learning covered.

No travel costs

It's all online, so there's no extra spend on trains, hotels, or expenses.

Catch-up whenever

Replays mean your team can train around busy workloads and real life.

Flexible membership

Sign up individuals, or cover the whole team with one decision.





The Comms Creatives Academy training

Short courses

Live and replay sessions that fit neatly into your week. Learn practical skills you can use straight away, from copywriting tweaks to crisis comms planning.

They're short, sharp, and designed so you finish with useful techniques and tips to apply straight away.

In-depth training programmes

Step-by-step courses that go deeper into strategy, evaluation, creativity, video-making, and more. Build expertise that lasts long beyond one campaign.

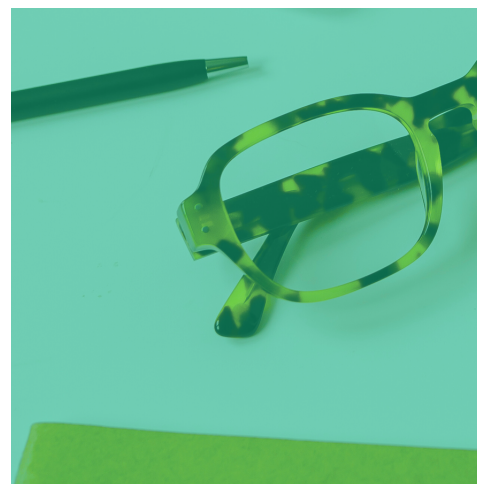
Each programme is designed to take you from "I think I get it" to "I've mastered it."

Monthly member meet-ups

Live, interactive sessions with your fellow members. Bring your questions, have a rant, ask for advice, or just join the chat.

Plus we always start with a 20-minute comms update from an industry expert to keep you bang up to date with what's new in the industry.

It's your chance to connect, recharge, and feel part of a community that really gets it.





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Access all areas courses 2026-27



Live

Replay

Essentials for the whole team

The latest social skills, tools and trends

IC strategy and tactics

Deep-dive into specific skills

Personal skills to help you thrive

General comms skills	Social media skills		Internal comms skills	Specialist comms skills	Professional development
Comms fundamentals	The Social Media Expert Programme	The Social Media Strategist Programme	The Internal Comms Expert Programme	Email marketing	Pitch your ideas and get management buy-in
Comms strategy	Strategic approaches to social media	What makes an effective social media strategy	Internal comms 101	Podcasting for comms	Comms leadership
Inclusive and accessible comms	Analysing social media channels	Research, environment scanning, insights	How to write an IC strategy	Behavioural science principles for comms	Career planning
The Engaging Content Programme	Understanding your audiences	Defining purpose: goals, mission, and evaluation	Mastering your comms audit	The Crisis Comms Programme	Building boundaries and polite pushback
Planning & principles of engaging content	Creative content formats	Prioritising key audiences and developing personas	Getting to know your internal audiences	Social storms: how crises emerge and escalate	Confident presentations
Easy and compelling: data storytelling & case studies	Creative content planning	Prioritising and analysing social media platforms	Reaching remote, hybrid and non-desk colleagues	Crisis ready: laying the foundations	Improving focus and productivity
Become a media company: episodic and regular items	Tone of voice and copywriting	Crafting content and engagement plans	Crafting an impactful internal comms plan	Message mastery: communicating with impact	Get your dream comms job: interview skills
Content that builds community and chat	Social media visuals and design	Modelling and visualising your strategy	Successful change comms	Crisis control: monitoring, adapting, and learning	The Comms Creatives Ambassadors playbook
Campaign planning	Audience building & community management	Writing, presenting, and gaining buy-in	Powering up internal ambassadors	From Boomers to Gen Z: communicating across generations	Monthly member meet-ups: updates and Q&A
Copywriting	Social media evaluation and reporting	Social media analytics	Proving value through measurement	The Canva For Comms Programme	The Comms Video Making Programme
AI for your comms	Social media listening	Linkedin strategy and tactics	Whatsapp for internal comms	Everyday excellence: designs that deliver	Modern mastery: videos that wow in today's world
The Comms Creativity Programme	Social media engagement: proactive and reactive	Facebook strategy and tactics	Making managers better communicators	Secret weapons: tips, tricks, and time-savers	Storytelling spark: video inspiration to ignite ideas
The <i>Unboring</i> formula: simple, surprising, story-led, relevant	Social media advertising	The TikTok Comms programme	How to run a great employee survey	Motion mastery: videos and animations	Perfectly planned: formats, platforms, and frameworks
Creative sparks: diverge, converge, and ignite ideas	Working with social media influencers	Instagram strategy and tactics	Navigating an internal comms crisis	Evergreen impact: repurpose and reimagine	Smart shoots: filming, editing, and accessibility
Magnetic messages: mix, match, and make magic	How to conduct a social media audit	X/Twitter strategy and tactics	Employee advocacy: get colleagues on social media		
Work, rest and play: nurture your creative superpowers	Adding humour to your brand's social media	Channel hidden gems: exploring Pinterest, Bluesky, Nextdoor, Reddit	Social media for employer brand and recruitment		



Available to join live from our training calendar, or watch on replay any time



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The people of the Academy

In your corner all year: meet the team

Hel Reynolds

Chief Unboring Officer

Hel is the founder of Comms Creatives and the driving force behind everything unboring. Known for her playful, practical approach, she's helped thousands of comms pros unlock creativity, master social media, and build strategies that actually work. If you've ever felt stuck in a comms rut, Hel's sessions are the spark that gets you out of it.

Specialist subjects: creativity, social media, comms strategy



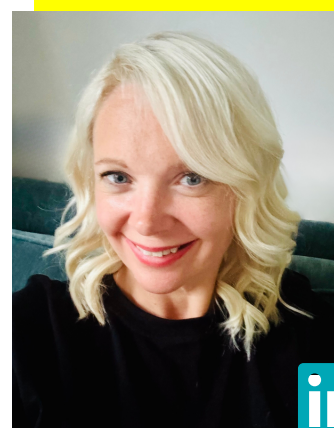
[Follow Hel](#)

Lesley Reynolds

Membership Manager

Lesley wears a lot of hats in Comms Creatives! After a successful career in teaching, she brought her passion for learning and people to Comms Creatives. From getting members registered in a flash to editing every course replay and answering questions before you've even asked them, she makes sure your experience is smooth, fun, and stress-free.

Specialist subjects: member experience, video editing, education



[Follow Lesley](#)

Zander Mills

Academy Resident Expert

Zander is a creative genius. By day, he manages comms for a public sector organisation, so he knows exactly what it takes to make campaigns land under pressure. In the Academy, he brings that expertise to life - teaching on topic like TikTok strategy, and creative campaigns. He also leads on our own social channels with a cheeky sense of humour and unboring energy.

Specialist subjects: leadership, TikTok, creativity, campaigns



[Follow Zander](#)



The people of the Academy

Luan Wise

Academy Resident Expert

Luan is one of the most respected names in the marketing industry. An award-winning consultant and author of multiple highly regarded marketing books, she brings a wealth of expertise and clarity to every session. In the Academy, Luan delivers brilliant courses and leads our monthly member meet-ups, delivering smart insights and a digest of what's hot in the world of comms.

Specialist subjects: marketing, planning, psychology, social media



[Follow Luan](#)

Jessica Roberts

Academy Resident Expert

There's nobody with the depth of insight and passion for internal comms quite like Jessica. She's dedicated her career to helping organisations connect with their people in ways that truly matter. With a wealth of leadership experience and a storyteller's eye, Jessica's courses bring you fresh ideas and practical strategies that transform workplace culture.

Specialist subjects: internal comms, culture, leadership, storytelling



[Follow Jessica](#)

Caroline Buist

Academy Resident Expert

Caroline helps out with often invisible but important things like writing case studies, creating content and maintaining our systems so everything runs like clockwork. Caroline is also known as 'The Copywriting Queen,' and often shares her tips and tricks, and makes the occasional guest appearance in some of our classes.

Specialist subjects: writing, organisation and productivity, AI, neurodiversity



[Follow Caroline](#)



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What members say

Our members make an impact

Over 250 comms professionals are already inside the Academy. Here's what some of them say:

“The best investment in my comms career – I feel sharper and more creative every day.”

Jodie, Internal Communications Lead in finance

“I've seen my team grow in confidence and get brilliant results that our senior team have noticed.”

Paul, Communications Manager in the construction industry



“All the tutors understand our world and the courses are practical, inspiring, and fun.”

Rachael, Social Media Manager in local government

“You can dip in and out when you want to. You do whatever is going to help you. I like that flexibility.”

Rukshana, Communications Executive in healthcare



Comms Creatives Academy

Members on social media

Tap to view

**Comms Creatives**
@commscreatives • original audio





♥ 212 Likes

Comms Creatives We chatted to Comms Creatives Academy member, Mića Quartey, communications professional at Manchester City Council. What a legend!

**Isabel Hope-Urwin** • 1st
Head of Marketing and Communications at Protas
1yr •

Can't recommend **Comms Creatives** enough 🌟

I signed the comms team up to their Comms Creatives Academy while I was at The London Clinic, and it was such an injection of creative and strategic thinking. We got so much out of it.

Their 2024 academy is open to new members (see [Helen Reynolds'](#) post below) 📖

Enjoy!

**Lizzie Conway BA fCMgr** • 1st
Communications Team Leader
3h •

Thank you to the **Comms Creatives** for my box of goodies, hopefully the chocolate lasts me the week and not just this morning!

I'm now 7 months into being part of the academy, and it's been brilliant having a library of practical resources at my fingertips whenever I'm kicking off a new piece of work.

The Social Media Analytics session helped me focus on what KPIs matter for our platforms.

Email Marketing for Comms Pros came just in time for the launch of our first customer e-newsletter last month, and we're chuffed with a 41% click-through rate!

The "X/Twitter: Should I stay or should I go?" session confirmed that yes, we should stay and that it's a great space for our press and crisis comms.

And the Behavioural Science session made me rethink how we're phrasing our content to better connect with people, and we're already seeing positive results.

It's great being part of a community that just gets the world of comms, so thank you!

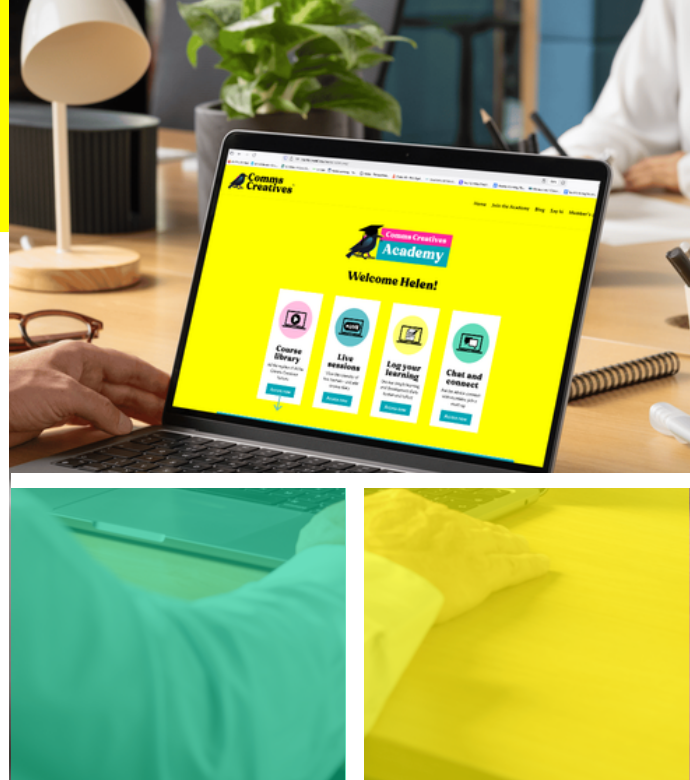


 Jessica Roberts and 12 others
2 comments • 1 repost





Membership options & pricing



Comms professionals can join as individuals - or managers can give their whole team a year of growing your comms clarity, competence, creativity, confidence and capacity.

Sign-up is easy:



Join instantly with a credit card.



Prefer an invoice? Fill out a quick form and Lesley will get you registered ASAP.

Every membership includes:

- ✓ Unlimited access to all courses and classes (live + on replay)
- ✓ Monthly comms updates and member meet-ups
- ✓ Online networking group
- ✓ Templates, toolkits, and practical resources
- ✓ 10% discount for non-profit organisation

*Prices held until May 1st 2027

Plan	Team membership price (per year)
Individual	£2,399 +VAT
Team of 3	£5,999 +VAT
Team of up to 6	£8,999 +VAT
Team of up to 9	£11,999 +VAT
Team of up to 12	£13,999 +VAT
Team of up to 15	£14,999 +VAT
Team of up to 20	£19,999 +VAT
Team of up to 25	£22,999 +VAT
Team of up to 30	£25,999 +VAT
30+	Get in touch for a quote



Premium membership options



This upgrade option combines all the benefits of **Comms Creatives Academy** annual membership with two **bespoke online training days** designed just for your team.

It's for teams who want the best of both worlds: unlimited access to our 50+ courses, live masterclasses and creative community, plus your own private focused sessions to kick keep momentum going through the year.

How premium membership works

Step 1: Your kick-off training day

We will design a private online workshop around your priorities. Your team can choose up to six topics from our course list, and Hel Reynolds will deliver a session bringing everyone together on Zoom or Teams for a special session of your own.

After the day, we'll guide you to the most relevant Academy courses so your team can keep learning and applying what they've learned.

Step 2: Your mid-year momentum day

For later in the year, we'll arrange to regroup for a second bespoke session. You can choose to have a bespoke course building on what you've already learned, or perhaps you will ask us to lead a practical hands-on workshop/strategise/campaign brainstorm. And of course, between sessions, your team enjoys full Academy membership.

Plan	Premium membership price (per year)
Team of up to 3	£11,999 + VAT
Team of up to 6	£13,499 + VAT
Team of up to 9	£16,999 + VAT
Team of up to 12	£19,499 + VAT
Team of up to 15	£21,999 + VAT
Team of up to 20	£23,499 + VAT
Team of up to 25	£25,999 + VAT
Team of up to 30	£29,499 + VAT



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FAQs

Is it suitable for my industry?

In most cases - yes. We get to know you during membership, so techniques you learn and examples we use in our lessons feel relevant to your role and sector. Our members work in a wide range of industries - what's great is you can ask us anything, any time, and we'll give you personalised advice to apply to your work.

What if it's not advanced enough? Or too advanced?

Comms Creatives Academy is for professionals already in a comms job. It isn't for beginners who need a lot of technical basics. Membership gives you access to courses for communications professionals at all levels. In most courses we offer advice, methods and strategies that are suitable for, but *will* stretch our less experienced members (hello fast learning curves)! - as well as giving options to try more advanced skills for those who are more experienced. No matter where you are, we'll help you take the next step - going from good to exceptional.



What if I can't make live sessions?

No worries. You can catch up on any and all of the replays any time you want - for a whole year! We've designed this whole experience to be flexible, so you don't miss out when unpredictable stuff crops up in life and work.

I'm not in the UK, can I still join?

You are most welcome! We have students from all over Europe, the US, Canada, Australia and New Zealand join us - you just have to ask for clarification if we say something that doesn't apply to your country, or if our British accents sounds funny. You'll need to adjust the timings of live courses in your calendar (as we are working to British time) and of course you can watch replays of all our courses at any time that works for you.

What's the vibe?

It's deigned to be a lovely experience: informal. fun, supportive, inspiring, honest, practical, unborring.



Do we get certificates for completed courses?

For each course you do, you can request a digital certificate (PDF) with your name, the course title and date of completion. While it's not an accredited university qualification, many of our students use their certificates as evidence of learning for their CPD, especially if they're members of professional bodies like CIPR or CIM.

Will there be any assignments or exams?

There's no formal exam. Our focus is on learning that's genuinely useful in real comms jobs, and designed for busy professionals who can't always fit formal exams and essays into their schedule. You'll get a certificate once you complete the course, and some courses include short tasks or reflections to help you apply what you've learned.

Will I get the opportunity to network with fellow members?

Yes! Our Academy is a brilliant place to connect with other comms professionals. You can chat with other members during courses, join live monthly meetups, and chat in our online groups throughout the year. We love to see members making friends and championing each other.

Will it be too much work? My job is already WAY too busy as it is!

Oh, we know the feeling! That's why we have designed time-saving resources and flexible, bitesized training.

Making time when you work in comms is no easy task. But it will pay off in the improvements and tips you learn to create better content in a shorter amount of time. We're on your side, and will support you as best we can to fit this around your work and life so it feels like it is saving you time in the long run.

Membership allows you to dig into a course just when you need it, make time to take courses that will help you in the future, but also – when work gets hectic, you can step away to handle things and know it's all there for you when you're ready.

Is it worth the price? I need to ensure it is valuable and makes a difference to my work.

Membership is a super-smart investment. The annual fee gives you unlimited access to more than 50 classes, monthly advice sessions and a thriving comms community. You'll get world-class and innovative teaching, personal attention, as well as templates, tips and tricks that will save you time and make you more productive. As well as being lower price than equivalent courses, nowhere else can you learn highly effective techniques and proven methods to massively increase your communications effectiveness.



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Become an annual member today

Email: lesley@commscreatives.com

Website: comscreatives.com