

Strategy, audiences & comms skills

- Comms Fundamentals
- Know Your Audiences: Mapping, Personas & Getting Your Messaging Right
- **Comms Strategy**
- Campaign Planning
- The Psychology of Effective Communications
- Creating Inclusive and Accessible Comms: Best Practices
- **From Boomers to Gen Alpha: Navigating Communication Styles Across Generations**
- Testing for Comms Success
- Comms and Marketing Trends
- Monthly Member Meet Up

Content, creativity & campaigns

- Creative Thinking and Imaginative Campaigns for Comms Pros
- **The Engaging Content Programme**
- Everyday Storytelling Workshop for Comms Pros **NEW**
- Powerful, Persuasive Copywriting for Comms Pros
- The Comms Video Making Programme
- **The Canva for Comms Programme**
- Creativity: How to Be Unboring Short Workshop
- Content Pillars
- Repurpose Your Content
- **Podcasting for Comms Pros**
- Comedy in Corporate Comms
- GIFs and GEO (GIF Engine Optimisation)
- Engaging Christmas Content: Plan With Us

Social media

- **The Social Media Expert Programme**
- The Social Media Strategy Programme
- Social Media Audit: How to Measure and Analyse Your Brand's Channels
- Writing for Social Media Audiences (and Algorithms) **NEW**
- Social Media Engagement
- Community Management
- Social Media Listening
- Mastering Social Media Analytics
- Social Media Risk & Reputation
- Social Media Advertising
- How to Work with Creators and Influencers
- Short Form Video Essentials: Reels, Shorts and TikToks
- LinkedIn Strategy and Tactics
- **Instagram Strategy and Tactics**
- Facebook Strategy and Tactics
- The TikTok Strategy and Tactics
- YouTube Strategy and Tactics
- X, Threads and Bluesky
- Reddit for Comms
- Support Your CEO to Use Social Media
- Social Media for Recruitment and Employer Brand
- Employee Advocacy: Get Colleagues on Social Media
- Communicate Your Annual Report on Social Media

Internal communications

- Doing Brilliant ICs: The Internal Communications Skills Workshop **NEW**
- Leading IC: Internal Communications Strategy & Leadership Workshop **NEW**
- Writing for Internal Communications
- Engaging Internal Comms Content
- Employee Storytelling: Finding and Telling Better Stories
- Getting Seriously Useful Audience Insight
- **Communicating with Frontline and Non-Desk Employees**
- Helping Leaders Communicate with Employees
- Using Managers as an Internal Comms Channel
- Building Employee Ambassador Networks
- How to Audit Your Internal Communications Channels
- Measurement and Employee Listening
- How to Run a Great Employee Survey
- Practical AI for Internal Communicators
- Behavioural Science for Internal Communications
- **Communicating Change**
- Crisis Communications for IC
- Internal Comms Trends

PR, media, crisis & reputation

- **The Crisis Comms Programme**
- Communicating Bad News and Tricky Messaging **NEW**
- How to Pitch to Get Press Coverage: Introduction to Earned Media Pitching
- Media Interview Skills
- Getting Political: An Introduction to Public Affairs for Comms

Digital, AI & marketing

- AI for Comms Professionals in 2027 **NEW**
- Automation: How to Automate Processes and Streamline Workflows
- Branding 101 for Comms Pros
- Marketing Principles for Comms
- **Email Marketing**
- WhatsApp for External and Internal Comms

Leadership & management

- The Comms Manager Course
- **Comms Leadership**
- Psychological Safety: The Key to High Performance and Creativity

Career & working life

- Career Planning
- **Building Boundaries and Polite Pushback**
- Confident Presentations for Comms Professionals
- Personal Branding
- Networking with Confidence in Comms
- Improving Focus and Productivity
- Comms Mindset: How to Thrive in Your Job
- Wellbeing & Resilience
- Seated Yoga for When You Need to Destress and Stretch