

## Communication Strategies in the Digital Age

*Lisbon (Portugal)*

*23 - 27 February 2026*

UK Traininig

# PARTNER



## Communication Strategies in the Digital Age

Code: PR28 From: 23 - 27 February 2026 City: Lisbon (Portugal) Fees: 4400 Pound

### Introduction

In today's fast-paced digital transformation era, communication strategies have become a cornerstone for the success of public and private organizations. Communication is no longer just about exchanging information; it has evolved into a strategic tool for guiding decisions, building trust, enhancing collaboration, and shaping institutional reputation. For executives, team leaders, and professionals across the Middle East and North Africa, mastering Communication Strategies in the Digital Age is essential for sustaining performance and achieving organizational excellence.

This training program equips participants with practical skills and modern tools to improve internal and external communication, manage crises effectively, and leverage digital platforms to boost transparency and engagement within and beyond institutions.

### Course Objectives

- Understand the latest concepts in digital communication.
- Analyze the impact of digital transformation on organizational communication.
- Develop the ability to craft effective messages across multiple platforms.
- Use digital communication tools to enhance interdepartmental collaboration.
- Apply practical models for improving internal and external communication.
- Assess risks and challenges in digital communication and propose solutions.
- Build communication strategies aligned with organizational goals.
- Explore the link between digital communication and corporate identity.

### Course Outlines

#### Day 1: Introduction to Digital Communication Strategies

- Defining the concept of communication strategies in the digital age.
- Differences between traditional and digital communication.
- The role of digital transformation in reshaping communication.
- Core elements of a successful communication strategy.
- Case examples from regional organizations.
- Group exercise: Analyzing current communication challenges.

#### Day 2: Modern Communication Channels and Digital Tools

- Exploring key digital channels such as email, collaboration platforms, and social media.
- Advantages and limitations of each communication channel.
- Choosing the right channel based on audience and message.
- Tools to enhance communication efficiency project management systems, smart technologies.
- Measuring channel effectiveness using performance indicators KPIs.

A graphic of a chessboard with several chess pieces, including a king, queen, and pawns, arranged on it. The board is white and black, and the pieces are gold and silver.

UK Training  
**PARTNER**

- Practical activity: Designing a multi-channel communication plan.

### Day 3: Practical Applications of Internal and External Communication

- Developing internal communication plans to improve collaboration and transparency.
- Strengthening interdepartmental communication.
- Managing communication with customers and external stakeholders.
- Personalization strategies in communication.
- Case studies from sectors like banking and telecommunications.
- Practical activity: Virtual meeting simulation using digital tools.

### Day 4: Digital Communication in Crisis Management

- The importance of effective communication during crises.
- Building proactive crisis communication plans.
- Crafting clear and timely messages under pressure.
- The role of transparency in building public trust.
- Real-world examples from local and international crises.
- Practical exercise: Designing a crisis communication plan.

### Day 5: Evaluation, Conclusion, and Future Strategies

- Reviewing the key concepts covered throughout the course.
- Assessing participant communication strategies.
- Providing tools for immediate application within organizations.
- Exploring future trends: artificial intelligence, augmented reality, and immersive environments.
- Final exercise: Drafting a comprehensive organizational communication strategy.
- Individual plan presentations with collective feedback.

### Why Attend This Course: Wins & Losses!

- Gain specialized knowledge in digital communication.
- Acquire practical skills ready for immediate application.
- Explore tools and techniques that enhance organizational performance.
- Improve crisis management abilities.
- Build a professional network with leaders and experts across the region.
- Access training content aligned with global best practices.
- Support institutional goals with effective communication strategies.
- Enhance career growth and promotion opportunities.

### Conclusion

Communication Strategies in the Digital Age are no longer optional but a necessity for organizations striving for excellence and resilience. This program goes beyond theoretical frameworks, offering a practical roadmap that participants can directly implement within their institutions.

Through daily modules and interactive activities, attendees will leave with the ability to design agile, transparent, and impactful communication strategies that strengthen institutional performance, customer trust, and long-term sustainability.

A graphic of a chessboard with several chess pieces. A large gold king piece is in the foreground, with a silver pawn and a silver knight behind it. In the background, there are concentric circles and the text 'UK Training PARTNER' in a bold, black, sans-serif font.

UK Training  
**PARTNER**



## Blackbird Training Cities

### Europe



Malaga (Spain)



Sarajevo (Bosnia and Herzegovina)



Oporto (Portugal)



Glasgow (Scotland)



Edinburgh (UK)



Oslo (Norway)



Anney (France)  
(Sweden)



Bordeaux (France)



Copenhagen (Denmark)



Birmingham (UK)



Lyon (France)



Stockholm



Podgorica (Montenegro)



Batumi (Georgia)



Salzburg (Austria)



Florence (Italy)



Rotterdam (Netherlands)



London (UK)



Istanbul (Turkey)



Amsterdam



Düsseldorf (Germany)



Paris (France)



Athens (Greece)



Barcelona (Spain)



Munich (Germany)



Geneva (Switzerland)



Prague (Czech)



Vienna (Austria)



Rome (Italy)



Brussels (Belgium)



Madrid (Spain)



Berlin (Germany)



Lisbon (Portugal)



Zurich (Switzerland)



Manchester (UK)



Milan (Italy)





## Blackbird Training Cities

### USA & Canada



Los Angeles (USA)



Orlando, Florida (USA)



Online



Phoenix, Arizona (USA)



Houston, Texas (USA)



Boston, MA (USA)



Washington (USA)



Miami, Florida (USA)



New York City (USA)



Seattle, Washington (USA)



Washington DC (USA)



In House



Jersey, New Jersey (USA)



Toronto (Canada)

### ASIA



Baku (Azerbaijan)  
(Thailand)



Maldives (Maldives)



Doha (Qatar)



Manila (Philippines)



Bali (Indonesia)



Bangkok



Beijing (China)



Singapore (Singapore)



Sydney



Tokyo (Japan)



Jeddah (KSA)



Riyadh (KSA)



Melbourne (Australia)  
(Kuwait)



Phuket (Thailand)



Shanghai (China)



Dubai (UAE)



Kuala Lumpur (Malaysia)



Kuwait City



Seoul (South Korea)



Pulau Ujong (Singapore)



Irbid (Jordan)



Jakarta (Indonesia)



Amman (Jordan)



Beirut

UK Training  
**PARTNER**

## Blackbird Training Cities

### AFRICA



Kigali (Rwanda)



Cape Town ( South Africa)



Accra (Ghana)



Lagos (Nigeria)



Marrakesh (Morocco)



Nairobi (Kenya)



Zanzibar (Tanzania)



Tangier (Morocco)



Cairo (Egypt)



Sharm El-Sheikh (Egypt)



Casablanca (Morocco)



Tunis (Tunisia)



## Blackbird Training Clients

 <b>MANNAI CORPORATION</b> MANNAI Trading Company WLL, Qatar	 <b>GAC</b> UNE FILIALE D' EGA Alumina Corporation Guinea	 <b>Booking.com</b> Booking.com Netherlands	 <b>OXFAM</b> Oxfam GB International Organization, Yemen	 <b>Capital Markets Authority</b> Kuwait
 <b>Waltersmith</b> Waltersmith Petroman Oil Limited Nigeria	 <b>QNB</b> Qatar National Bank (QNB), Qatar	 <b>Qatar Foundation</b> Qatar	 <b>AFRICAN UNION ADVISORY BOARD ON CORRUPTION</b> Tanzania	 <b>KFAS</b> KFS Kuwait
 <b>Reserve Bank of Malawi</b> Malawi	 <b>Central Bank of Nigeria</b> Nigeria	 <b>Ministry of Interior Kingdom of Saudi Arabia</b> KSA	 <b>Mabruk Oil Company</b> Libya	 <b>Saudi Electricity Company</b> KSA
 <b>BPKH</b> Badan Pengelola Keuangan Haji BADAN PENGELOLA KEUANGAN Haji, Indonesia	 <b>NATO Italy</b>	 <b>ENI</b> ENI CORPORATE UNIVERSITY, Italy	 <b>GULF BANK</b> Gulf Bank Kuwait	 <b>General Organization for Social Insurance</b> KSA
 <b>Defence Space Administration</b> Nigeria	 <b>National Industries Group (Holding)</b> Kuwait	 <b>Hamad Medical Corporation</b> Qatar	 <b>USAID</b> Pakistan	 <b>STC</b> STC Solutions, KSA
 <b>North Oil Company</b> North Oil company,	 <b>EKO Electricity</b> EKO Electricity	 <b>OMAN BROADBAND</b> Oman Broadband	 <b>UNITED NATIONS</b> UN.	 <b>Authority for Electricity Regulation, Oman</b> Authority for

UK Training  
**PARTNER**



## Blackbird Training Categories

### Management & Admin

Entertainment & Leisure  
Professional Skills  
Finance, Accounting, Budgeting  
Media & Public Relations  
Project Management  
Human Resources  
Audit & Quality Assurance  
Marketing, Sales, Customer Service  
Secretary & Admin  
Supply Chain & Logistics  
Management & Leadership  
Agile and Elevation

### Technical Courses

Artificial Intelligence (AI)  
Hospital Management  
Public Sector  
Special Workshops  
Oil & Gas Engineering  
Telecom Engineering  
IT & IT Engineering  
Health & Safety  
Law and Contract Management  
Customs & Safety  
Aviation  
C-Suite Training



 International House 185 Tower Bridge  
Road London SE1 2UF United Kingdom

 +44 7401 1773 35  
+44 7480 775526

 Sales@blackbird-training.com

 www.blackbird-training.com

UK Training  
**PARTNER**

