

# AP ADVANCE MASTERCLASS

Intensive one-day training for  
communicators:

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**Strategic Planning**  
Tuesday, 28th May 2024,  
Singapore

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**Internal Communications**  
Thursday, 30th May,  
Singapore

AP  
ADVANCE

## MASTERCLASS

**TRAINER, DARREN BRIGGS**

Darren is co-founder of Flametree Communication, a specialist leadership and change communications consultancy that has for the last 15 years been changing the way leaders communicate with their people.

With nearly 35 years global experience working at Chief Executive and Board level in employee, leadership and change communications; his corporate career has spanned some of the world's best known brands. From 1985-2006 he worked at British Airways, Microsoft, Nike, PepsiCo and Vodafone leading the development of award winning world-class internal communications. He is a well known expert in leadership communication with extensive international executive and communication coaching and facilitation experience at both Board and C-suite level. Darren holds an MBA with Lancaster University Management School, is a qualified executive coach accredited with Henley Business School, Hogan Assessment certified and a Neuro Linguistics (NLP) Business Practitioner. Darren is also the co-author of 'Nimblicity' (published in January 2022), a book that has stories and case studies setting out a framework to communicate effectively in the digital media age.

## ABOUT THE COURSE

### Strategic Planning

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In the context of a rapidly changing environment, this onsite interactive one-day program takes an in-depth look at the latest principles and thinking when it comes to communication and engagement planning. This workshop will equip you with the skills and knowledge required to successfully plan and deliver your corporate communications objectives.

**What you will learn**

- Develop communication and engagement plans that deliver clear outcomes.
- Understand how to match your approach with your audience's needs.
- Use new techniques to amplify your messages through others.
- Create plans that are aligned with and reinforce strategic messages.
- Demonstrate value back to the organisation.
- The core principles (and theory) of influence and persuasion.

**How you will benefit**

By using a mix of case studies and conversation, participants will be introduced to the ORACLE test as a modern day, culturally adaptable framework for helping to develop robust engagement and communication plans. This will give you the confidence to operate as a better business partner and trusted advisor within your organization.

## MASTERCLASS

ABOUT  
THE COURSE

## Internal Communications

Our Internal Communications course is tailored to assist individuals or teams in refining your internal communication capability. Participants will delve into strategic methodologies, leadership communication techniques, and hands-on tools aimed at elevating internal communication proficiency.

**What you will learn**

- Award winning approaches.
- Develop strategies for effective leadership communication.
- Foster a culture of openness and transparency.
- Identify appropriate communication channels and tools.
- Tailor communication strategies to different audience segments.
- Master the art of crafting compelling messages.

**How you will benefit**

Employing a dynamic mix of hands-on exercises and insightful discussions, you will uncover the secrets to enhancing their leadership communication abilities. You will gain access to practical tools that can be seamlessly integrated into your daily interactions, while also developing the skills to foster a culture where communication thrives.

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# MASTERCLASS

## ENROLMENT FORM

Name: \_\_\_\_\_

Job Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Fees	SGD 1400 per participant / per course
Early bird rate	Book before 20th April to receive a 5% discount
Multiple bookings from same organisation	5% discount

\*\*Please note only one discount can be applied per booking

### I WOULD LIKE TO ATTEND:

**Strategic Planning**  
28th May 2024, Singapore  
09:00 - 1700  
Cost: SGD 1,400

**Internal Communications Planning**  
30th May 2024, Singapore  
09:00 - 1700  
Cost: SGD 1,400

**Please send me an invoice.**

Signature: \_\_\_\_\_

### Substitutions/Cancellations:

You may substitute delegates at any time. For cancellations received in writing more than 15 working days prior to the event, delegates will receive a credit redeemable against a future AP Advance event. For cancellations received less than 30 days prior to the event, no credits will be issued.

### Payment:

Please note all bookings must be paid for in full at least 10 working days before the date of the event. A confirmation email will be sent to you acknowledging your registration. Please contact us if you do not receive this within seven days of booking. This registration form constitutes a legally binding contract. It may be necessary for reasons beyond the control of AP Advance to change the content and timing of the program, the speakers, the date or the venue. In the unlikely event of the program being cancelled, AP Advance will automatically make a full refund but disclaim any further liability.

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### CONTACT

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