

*How does your company communicate
in a digital environment?*



Communication in a digital environment

One of the most important elements of a successful company is effective communication. Digital Transformation not only involves new technologies, new processes and new business models, it also changes the corporate communication.

Are you ready for these digital challenges?

The iimt communication course explains the importance of communication within the global digital economy, exploring the company's identity, personality and reputation at a corporate level. And of course the related Crisis Management will be highlighted.

Don't miss this opportunity – and get your skills for today and tomorrow!

Course details

1 Module
19th – 20th
September

Crisis Management
Corporate Communication & Stakeholder Management
Corporate Identity, Image & Reputation
Communication Strategy & Practice incl. Media Relations

Top speaker



Dr. Graeme Lindsay
Amiens School of
Management, France

«Corporate Communication is the set of activities involved in managing and orchestrating all internal and external communication aimed at creating favourable starting points with stakeholders on which the company depends »

Van Riel and Fombrun



Practical information

Course location:	iimt - University of Fribourg
Course fee:	CHF 1'400.-- (1 module)
Course language:	English

Your benefits

Increase your knowledge and foster your personal development
Invest in yourself and stay up to date
Meet outstanding national & international speakers

What our students said

- Good role play
- Interesting course
- Very entertaining teacher

Contact

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How to register

Should you wish to participate in this Specialised Course, please register online on www.iimt.ch or send us an e-mail. It would be a great pleasure to welcome you in this course.

Did you know?

With the successful completion of a course, it is possible to credit the modules towards a future Executive MBA, Executive Diploma or Executive CAS in ICT or Utility Management.



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