

In a world obsessed with communicating, polished communication skills are expected in all professional roles, across all business functions.

BBS offers hands-on courses in: **media, social media, community engagement** and **corporate communications**, providing participants with real-life skills that can be applied in the workplace from day one. Our training is unique because our trainers are senior advisors to some of the country's largest and fastest-growing organisations.

BBS teaches practical skills that will help you and your team deliver key information effectively, consistently and in a range of best-practice ways.

## Senior Executives as Trainers

Our team of trainers bring together decades of senior strategic communications experience across a wide range of industries. They have a strong understanding of how communications is best used to achieve broader organisational objectives, protect reputations and manage brands in the marketplace.

They are not just trainers. They are highly sought-after communications advisors who practise what they teach every day.

## Course Delivery

Our industry knowledge, practical experience and training expertise ensure our courses are relevant, engaging and tailored to your professional needs.



We make our small group sessions educational and enjoyable by using relevant and recent case studies, multimedia (but no death by PowerPoint) and hands-on exercises.

Our courses are public courses with places offered to a mix of businesses. BBS also develops tailored training courses for in-house delivery to clients.

## Courses Tackling Today's Challenges

- Media relations
- Social media
- Community engagement, (including International Association for Public Participation (IAP2) courses)
- Face-to-face engagement skills for project teams
- Corporate communication

## About BBS

BBS Communications Group is a national consultancy working across Australasia since 1989.

With expertise in media, marketing, public relations, international relations, change management and commerce, we are problem-solvers who apply critical thinking and a fresh perspective to our clients' challenges.

*insightful, creative, passionate*

corporate communication | stakeholder engagement | media relations | digital communication | investor relations