

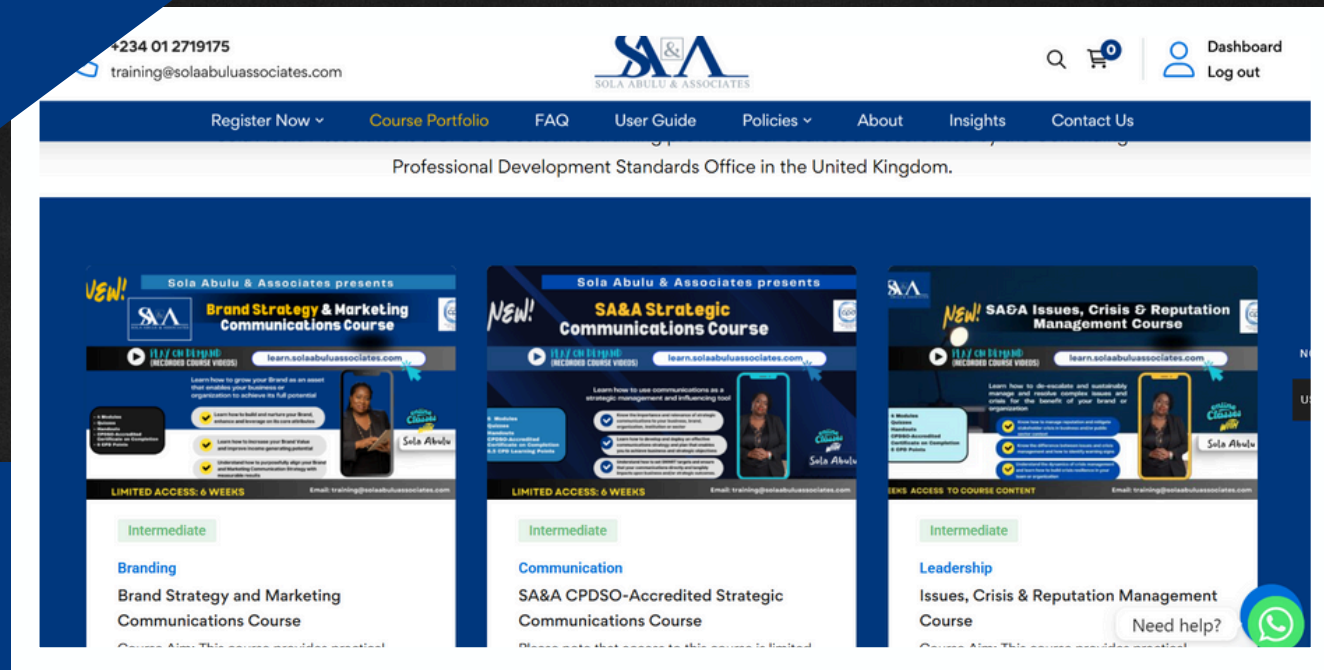
# Immersive Learning Experience

*For Communications Professionals,  
Leaders & Consultants*

The screenshot displays the Sola Abulu Associates website. At the top, there is a header with the company logo, contact information (+234 01 2719175, training@solaabuluassociates.com), and navigation links (Register Now, Course Portfolio, FAQ, User Guide, Policies, About, Insights, Contact Us). Below the header, a banner states: "Sola Abulu Associates is a CPDSO accredited training provider. Our courses are accredited by the Continuing Professional Development Standards Office in the United Kingdom." The main content area features a section for the "NEW e-Learning Platform" with a course titled "ISSUES, CRISIS & REPUTATION MANAGEMENT COURSE". The course is described as "PLAY-ON DEMAND (PRE-RECORDED) ONLINE COURSE VIDEOS" and includes a list of objectives: "Understand how to manage complex issues and crises effectively in the context of strategic communication and stakeholder management", "Understand the connection between reputation and crisis management and know how to proactively manage reputation and mitigate crisis in business and/or public sector", and "Know how to differentiate between issues and crisis management and how to identify warning signals". A "Need help?" button with a WhatsApp icon is also visible.

**Are you looking for online courses  
to build or grow your knowledge,  
skills and competence in  
communications?**





**VISIT OUR E-LEARNING WEBSITE**  
**[learn.solaabuluassociates.com](https://learn.solaabuluassociates.com)**

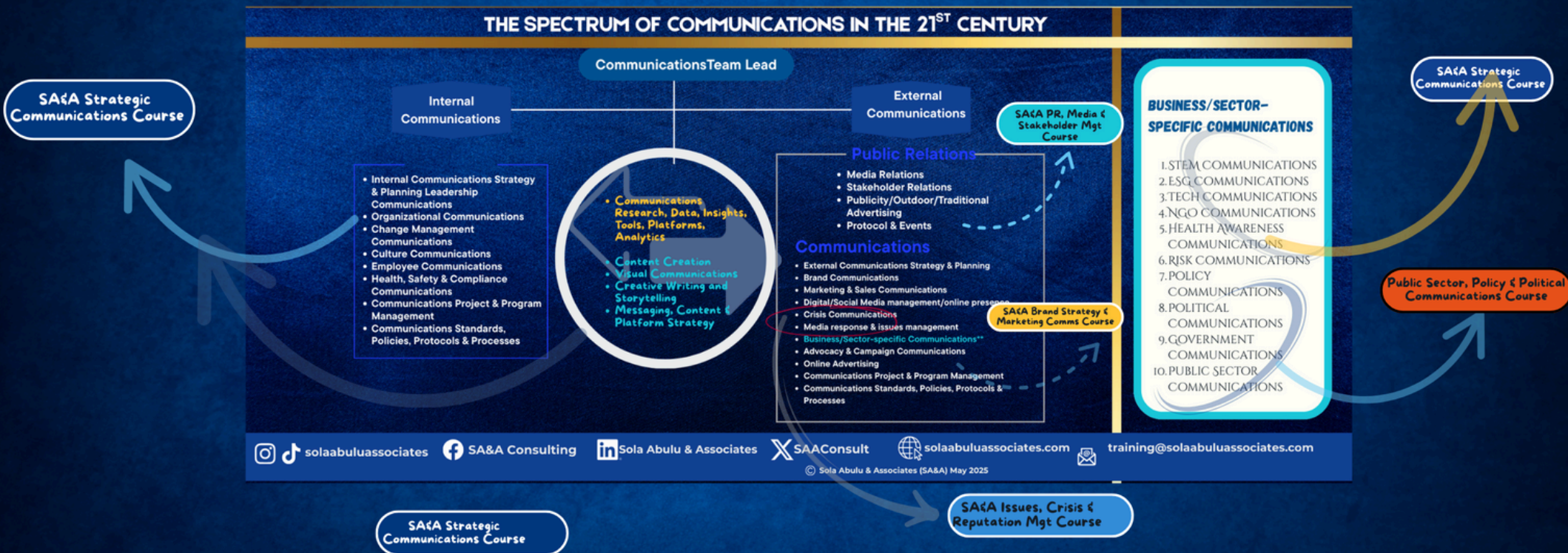
## **4 SA&A CPDSO-Accredited Courses Available online 24/7**

- 1** SA&A Strategic Communications Course
- 2** SA&A Brand Strategy & Marketing Communications Course
- 3** SA&A Public Sector, Policy & Political Communications Course
- 4** SA&A Issues, Crisis & Reputation Management Course



SA&A Public Relations, Media & Stakeholder Management Course (available as live online in July 2025)

## Expertise Areas covered by SA&A CPDSO-Accredited Courses



*The spectrum of Communications is very broad. Our CPDSO-Accredited courses cater to different aspects and elements of the spectrum. See next pages for details (the above is a graphic illustration of how our courses help professionals build competence in specific practise areas of communications)*



## Who should enrol for our online **play-on-demand** (recorded videos) communications professional courses?

- **ANYONE WHO WOULD BENEFIT FROM A FULLY IMMERSIVE LEARNING EXPERIENCE WITH ACCESS TO 6HRS OF TUTORIAL VIDEOS THAT CAN BE WATCHED AT OWN PACE AND TIME REPEATEDLY OVER A PERIOD OF 6 WEEKS**

- Anyone who would prefer to have the opportunity to ask as many questions from the Course Tutor and benefit from one-to-one coaching over the 6 week period

- Anyone within or outside of the West Africa time zone who is unable to join our live online courses

- Anyone relatively new to communications and would benefit from a more personalized learning experience



## How do I know WHICH COURSE TO ENROL FOR?

### If you are interested or involved in Corporate Communications

1

The Strategic Communications Course will teach you how to build a communications strategy from scratch; show how to build effective messaging, quantify the impact of your communications with measurable results; help upgrade your knowledge and skill to global best practise standards; and teach how to use communication as an influencing or problem-solving tool. In summary, provide essential knowledge of internal and external communications and reputation management in a corporate organization context

2

The Brand Strategy & Marketing Communications Course teaches how to set up a brand for success; develop a narrative; build a brand architecture and strategy that enables the business to achieve its objectives and be visible within its eco-system. It helps professionals understand the difference between brand and marketing communications. The course also teaches the essentials of B2B and B2C marketing and how to craft targeted messaging that generates leads for marketing and nurtures to conversion. It highlights the importance of marketing and audience data, insights, analytics and the use of AI tools to refine marketing communications strategy. It also teaches how to develop business-aligned metrics and KPIs that impact the bottom-line of the business

3

The Issues, crisis communications and reputation management course equips communications professionals with the knowledge to set up structures to mitigate and manage issues and crisis response effectively. To leverage on best practices, learn from common mistakes made in crisis communications and know what not to do in a crisis.

4

The Public Relations, Media and Stakeholder Management Course equips the corporate communications professional with the skills to manage media exposure and leverage on social media to manage reputation, promote brand visibility and build brand equity with targeted audiences. It also helps to understand how to proactively manage stakeholder relationships and deploy messaging that lands as intended with targeted audiences. This course helps professionals to leverage on traditional and social media to achieve desired results





# How do I know WHICH COURSE TO ENROLL FOR?

## If you are interested or involved in NGO or Development Communications

1

The Strategic Communications Course will teach you how to build a communications strategy tailored specifically to the needs of the NGO or development sector entity. We teach how to craft effective messaging and develop a narrative that resonates with identified audiences. The course introduces the concepts of strategic communications and provides frameworks for developing advocacy and influencing campaigns. The course also teaches how to quantify the impact of communications and ensure that approach is strategic with tangible attributable results and not only tactical.

2

The Brand Strategy & Marketing Communications Course teaches the importance of developing a credible and authentic brand narrative that is amplified across platforms and illustrated through continuous storytelling with proof-points that show commitment to brand values, ethos and philosophy. The course will introduce universal concepts of brand marketing and positioning that enable NGOs to be more effective in their communication and engagement with internal and external audiences and stakeholders with tangible results in terms of partnerships, stakeholder and donor support etc.

3

The PR, Media & Stakeholder Management Course helps development communicators understand how to leverage on traditional PR, media methods to manage key stakeholders and manage the reputation of their brand through a mix of proactive engagement and communication in pursuit of the overall strategic agenda

4

The Issues, Crisis & Reputation Management Course enables Development communicators acquire knowledge of best practise crisis communications methods. It enables professionals to be able to identify communications risk, mitigate and manage with positive results. It helps them understand what to do to prevent issues from escalating to crisis. It also provides prescriptive guidelines on how to manage media responses in times of crisis and set up a system that enables the organization to stay on top of reputation issues. It also ensures professionals understand the relationship between trust and reputation and use communications and engagement to protect, nurture and grow reputation currency with key stakeholders.

# How do I know WHICH COURSE TO CHOOSE?

If you are interested or involved in  
Government, Public Sector, Policy  
or Political Communications

1

The Strategic Communications Course provides foundation knowledge of concepts and principles that enable a targeted approach to communications. You will be introduced to the Strategic Communication and Stakeholder Management Frameworks and learn the importance of segmenting your audience and taking intentional steps to ensure that messaging lands as intended

2

The Public Sector, Policy and Political Communications Course is designed for leaders and senior officers who would like to have a more structured approach to communications. It delves into the dynamics of public sector context and shows how to manage stakeholder and citizen complexity through communication. It also teaches how to build the brand of the government, manage its reputation and build trust with citizens. The course focuses on teaching how to rely more on strategic communication than on propaganda and misinformation and shows examples and case studies from Nigeria and Africa where public office holders have had positive results through the use of strategic communication in government interaction with citizens and stakeholders. The course also illustrates best practise approach to policy communication using visual storytelling and explainer communications and also delves into best practises in political communication. The purpose of this course is to show government communicators how a strategic approach will make their work easier, more impactful, visible and credible.

3

The Issues, Crisis Communications & Reputation Management Course focuses on teaching how to recognize when a situation is an issue or a crisis and how to respond effectively. The course focuses on learning from the most common mistakes, knowing how to build a crisis communications structure in government and understanding why you cannot communicate in a crisis as you would for normal issues or every day problems. It also provides frameworks that can be used to ethically mitigate and manage political communications issues in campaign-mode or for complex situations.

4

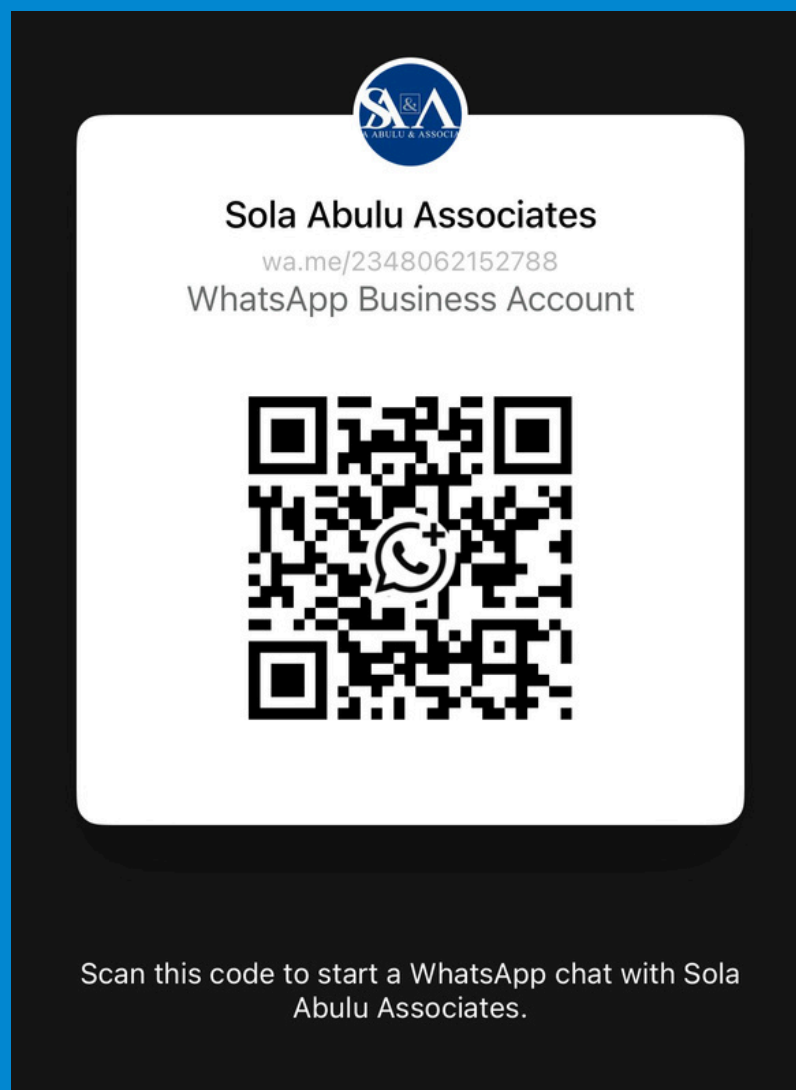
The Brand Strategy & Marketing Communications Course teaches how to build an effective brand architecture, narrative, promotion and amplification strategy and plan. It teaches how to position a brand to become influential or visible in the marketplace and these principles are also applicable in public sector and political space. The concepts are applicable to public institutions, political candidates, policy institutions and all entities that would want to be more visible, positively differentiated or impactful in the public or policy-making space





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