

2026



LIVE

ONLINE ZOOM COMMUNICATIONS COURSES

Sola Abulu & Associates (SA&A) is a strategy and communications consulting and training firm focused on enabling businesses, brands, organizations and institutions to achieve their desired objectives through strategic communications, organizational effectiveness and reputation risk management

Welcome MESSAGE

Sola Abulu

Principal Consultant,
Sola Abulu & Associates (SA&A)



In January 2020, Sola Abulu & Associates (SA&A) was established as a strategy and communications consulting firm, after 22 years of my working for a major international oil company in Nigeria in various roles including being the External Relations Manager for Lagos operations and Communications Manager for the entire company from 2015 -2019.

SA&A operates at the nexus of STRATEGY and COMMUNICATIONS. We enable businesses to locate and operate in the sweet spot where strategy and communications collaborate to identify and frame the nature of a problem, find solutions and resolve for the benefit of the collective or individual as the case may be.

We are not just a strategic communications consulting firm, we connect STRATEGY with COMMUNICATIONS to deliver measurable RESULTS for our clients in the private and public sector.

At SA&A, our vision is to be the leading strategic communications training and consulting firm in Africa. We aim to achieve this by continually growing our internal knowledge base to enable the facilitation of best-in-class advisory solutions to our clients; delivering world class training to leaders, professionals, consultants and service providers, investing in research and capacity development and ensuring that we retain the capability to provide unique skills, expertise, insights, perspectives and solutions that enable our clients and customers to achieve their desired outcomes in quantifiable terms. Our expertise area is in strategic communications, brand, reputation, stakeholder issues and crisis management.

2026 CALENDAR LIVE ONLINE COURSES



2026
Training Calendar



Sola Abulu & Associates (S&A) presents

LIVE ONLINE courses delivered via ZOOM

With
Sola Abulu

FEB 26

9th Cohort Strategic Communications Course

APR 30

5th Cohort Brand Strategy & Marketing Communications Course

JUL 30

5th Cohort Issues, Crisis & Reputation Management Course

AUG 27

2nd Cohort Public Sector, Policy & Political Communications Course

OCT 29

10th Cohort Strategic Communications Course

NOV 26

6th Cohort Brand Strategy & Marketing Communications Course

Email: training@solaabuluassociates.com

REGISTER: solaabuluassociates.com/signup-interest/



- 130+ participants trained in 18 cohorts since November 2023 till December 2025. Participants live and work in Nigeria, Ghana, Cote D'Ivoire, South Africa, Kenya, Cameroon, Namibia, Gabon, Zambia, Zimbabwe and Canada
- 100% of our participants recommend our training to others

TABLE

CONTENT

Our Accredited Training Courses

- 1. Strategic Communications Course**
- 2. Brand Strategy & Marketing Communications Course**
- 3. Issues, Crisis & Reputation Management Course**
- 4. Public Relations, Media & Stakeholder Management Course**
- 5. Policy, Political & Public Sector Communications Course**



ACCREDITED COURSES

Strategic Communications Course

6 MODULES

COURSE LEVEL: INTERMEDIATE

- 1. Creating an impactful Communications Strategy & Plan**
 - a. Using the Strategic Communications Framework**
- 2. Managing Internal & External Communication Effectively**
- 3. Managing Reputation through Strategic Communication**
- 4. Practical Application: Developing Messaging that is Impactful and delivers tangible results**
- 5. Enabling Leadership Communications**
- 6. Learning how to quantify Communications Impact (KPIs, metrics, impact and outcomes)**

Who should register?

Leaders, professionals and practitioners with a responsibility for managing internal or external communications for a business, brand, organization, institution or entity. This includes Communications leaders and professionals, business owners/entrepreneurs, HR Managers, and consultants

- Available as a one day LIVE online course on the scheduled dates via ZOOM
- Available as a 24/7 play-on-demand online 6 week access course via learn.solaabuluassociates.com
- Available as be-spoke training for organizations and groups on request



ACCREDITED COURSES

Brand Strategy & Marketing Communications Course

4 MODULES

COURSE LEVEL: INTERMEDIATE

1. Introduction to Brand Strategy Framework
2. Introduction to Marketing Communications
3. Delivering an integrated brand and marketing communications strategy
4. Best Practices and Performance Measurement

Who should register?

- Professionals, practitioners and Leaders with a responsibility for delivering or supporting new business development, brand strategy, communications, and event/campaign or program marketing for a business, entity or institution
- **This includes Communications Leaders, Brand Strategists and Marketing Communications Professionals, HR Managers, Entrepreneurs, Business Owners and Consultants**

- Available as a one day LIVE online course on the scheduled date(s) via ZOOM
- Available as a 24/7 play-on-demand online **6 week access** course via learn.solaabuluassociates.com
- Available as be-spoke training for organizations and groups on request



ACCREDITED COURSES

Issues, Crisis & Reputation Management Course

4 MODULES

COURSE LEVEL: INTERMEDIATE

1. Understanding the Issues Identification & Management Process
2. Understanding the Basic Principles of Effective Crisis Management
3. Understanding the Basics of Reputation Management
4. Best Practises & Performance Measurement

Who can register?

- Leaders and professionals accountable for managing issues, crisis and protecting the reputation a business, brand, organization or entity
- This includes MDs/CEOs, Board Members, Corporate Relations, Media & Communications leaders and professionals, business owners/entrepreneurs, HR Managers, Consultants and PR Managers for Litigation Cases

- Available as a one day LIVE online course on the scheduled date via ZOOM.
- Available as be-spoke training for organizations and groups on request



ACCREDITED COURSES

Public Sector, Policy & Political Communications Course

4 MODULES

COURSE LEVEL: INTERMEDIATE

1. Concepts & Principles of Effective Public Sector/Government Communications in Contemporary Society (Introduction to Global Best Practises Public Sector Communications Framework)
2. Concepts & Principles of Effective Institutional Policy Communications in Contemporary Society
 - Introduction to Global Best Practises Policy Communications Framework
3. Concepts & Principles of Effective Political Communications in Contemporary Society -
 - Introduction to Global Best Practises Political Communications Framework
 - Introduction to Behavioural Change Communications
4. *Case Study Reviews, Best Practises and Performance Measurement*

Who can register?

- *Leaders, Directors, Senior Officials and professionals responsible for managing, supporting, developing or delivering internal and external communications and stakeholder management in a political, public sector or policymaking/implementation context*
- *This includes Media Spokespersons, Communications Directors, Heads of Departments, Campaign Directors, Press Secretaries, Consultants, Senior Officials and Media Advisers*

- Available as a one day LIVE online course on the scheduled date via ZOOM
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SA&A VALUES

- **At Sola Abulu & Associates (SA&A) , we subscribe to the IABC Code of Ethics We are committed to honesty and integrity and ensuring that our actions bring trust and respect to the communications profession. Our expertise is in enabling our clients to navigate business, stakeholder, policy and public sector complexity by effectively managing reputation risks in a sustainable manner, with measurable results.**
- **We do not believe in "PR spin", deliberate mis-information or disingenuous communication. We believe it is possible to effectively manage reputation and resolve complex issues and crises in an ethical and sustainable manner, by doing the right thing and proactively or responsibly communicating and engaging about progress, dilemmas, lessons learned and areas for improvement. This is our approach to strategic and sustainable communications.**

We are a strategy and communications consulting and training firm committed to enabling our clients to achieve their desired outcomes through strategic communications, organizational effectiveness and ethical reputation risk management.





**LEARN
WITH US!**

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Email: training@solaabuluassociates.com

REGISTER: solaabuluassociates.com/signup-interest/