

# 2024

## Training Calendar

**Sola Abulu & Associates Ltd.**

*Strategy & Communications Training & Consulting Firm*

| Strategic Communications | Organizational Effectiveness | Reputation Risk Management |

*Committed to enabling businesses, brands, organizations and professionals achieve their desired objectives and outcomes through strategic communications, organizational effectiveness and reputation management*

# About Us



- **We are a strategy and communications consulting and training firm** focused on enabling businesses, brands, organizations, institutions and professionals to achieve desired outcomes through strategic communications, organizational effectiveness and reputation management
- **Established by Sola Abulu in January 2020**, SA&A has worked with clients and major players in the energy, IT solutions, education, health and consulting sectors within Nigeria and Africa.

**Our consulting arm** works with businesses, brands and institutions in the private and public sector on how to enhance productivity through the strategic use of communication, organizational effectiveness and proactive stakeholder management

**Our training arm** builds capacity in our core expertise areas which cut across the full spectrum of corporate, business, brand, political and public sector communication, leadership training, change management and organizational strategy effectiveness and business delivery improvement

# Sola Abulu – course facilitator

(Communications & Organizational Strategist and Business Leader)



- Sola worked for Shell in Nigeria for 22 years and was External Relations Manager for Lagos/Communication Manager from 2015 – 2019. In her role, Sola developed a team of highly skilled professionals and strengthened the practice of business and crisis communications within the corporate function.
- She also worked at Shell’s Headquarters in The Hague as ER International Relations Manager for Nigeria, facilitating positive relationships with Nigeria-interest stakeholders in the UK and Netherlands/EU. She also led an external affairs social research project on societal license-to-operate in Shell United Kingdom in 2019.
- As Principal Consultant and Founder of SA&A, Sola works with management teams and business leaders to improve productivity and organizational effectiveness through strategic communication, gap analysis and improvement initiatives and proactive stakeholder management. SA&A currently serves a diverse portfolio of clients in the oil and gas, education, health, information technology, and public sectors.
- Sola is a member of the International Association of Business Communicators (IABC) and served on the Africa Board from 2020 – 2022. She is also a member of the Chartered Institute of Public Relations (CIPR) and of the Nigerian Institute of Public Relations. (NIPR). Her expertise areas are business, corporate and political communication, reputation risk, stakeholder issues and crisis management.



# Accredited CPD Training Provider



THE CPD STANDARDS OFFICE

CPD PROVIDER: 22562

2023-2025

[www.cpdstandards.com](http://www.cpdstandards.com)

- Continuing Professional Development is the intentional maintenance and development of the knowledge and skills needed to perform in a professional context. This could mean honing current skills, developing them to a new level, or learning new ones that will allow an employee's job role to expand or prepare them for future opportunities.
- Sola Abulu & Associates is an internationally accredited Continuing Professional Development (CPD) training provider with the CPD Standards Office in the United Kingdom with [Service Provider No: 22562](#)
- This means that our CPDSO-accredited course(s) have been independently verified to be of international standard and participants can earn CPD points from attending and completing the training sessions. This can be used as part of the learning points required for national or international professional certification subject to conditions specified by the certifying body.
- Our Strategic Communications Course is accredited with 6.5 CPD points accruable to participants following successful completion.

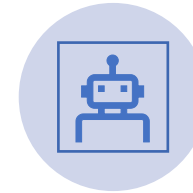
# Our Learning & Training Methodology



**Foundational Frameworks**



**Case Studies**



**Real-life Simulation**



**In session Quizzes**



**Post-Event Group Coaching**



**Ongoing Learning Cohort**

# 2024 Course Schedule



## SOLA ABULU & ASSOCIATES (SA&A) TRAINING 2024 COURSE CALENDAR

	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	TOTAL per Year
Strategic Communications Course	February 29, 2024				June 27, 2024			September 26, 2024		November 28, 2024	4
Brand Strategy & Marketing Communications Course		March 28, 2024					Aug 29, 2024				2
Policy, Political & Public Sector Communications Course						July 18, 2024					1
Issues & Crisis Management Course			April 25, 2024						October 24, 2024		2
Public Relations, Media & Stakeholder Management Course				May 30, 2024							1

# Online Course Prices 2024



Course title	NGN (Cost per session)	\$ (USD)*	Virtual via ZOOM with 3 hours Group Coaching per cohort in 3 months after the course (select one date you are available to attend)			
Strategic Communication Course	139,130	150	Thursday, February 29, 2024	Thursday, June 27, 2024	Thursday, September 26, 2024	Thursday, November 28, 2024
Brand Strategy & Marketing Communications Course	139,130	150	Thursday, March 28, 2024	Thursday, August 29, 2024		
Issues & Crisis & Reputation Management Course	149,950	165	Thursday, April 25, 2024	Thursday, October 24, 2024		
Public Relations, Media & Stakeholder Management Course	139,130	150	Thursday, May 30, 2024			
Policy, Political & Public Sector Communications Course	149,950	165	Thursday, July 18, 2024			

\*Participants outside Nigeria have the option to pay in their local currency or in USD if preferred



# Strategic Communications Course



Sola Abulu & Associates presents

## Strategic Communications Course

(CPD Standards Office - Accredited)

Learn how to use communications as a strategic management and influencing tool

- ✓ Know the importance and relevance of strategic communications to your business, brand, organization, institution or sector
- ✓ Learn how to develop and deploy an effective communications strategy and plan that enables you to achieve business and strategic objectives
- ✓ Understand how to set SMART targets and ensure that your communications directly and tangibly impacts upon business and/or strategic outcomes.

**Full Day Online Course**  
With Sola Abulu (Principal Consultant (SA&A))

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training@solaabuluassociates.com

## Who can attend:

- 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***

***Course Level: Intermediate/Advanced***



# Brand Strategy & Marketing Communications Course



## Who can attend:

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

Sola Abulu & Associates presents

## Brand Strategy & Marketing Communications Course

Learn how to grow your Brand as an asset that enables your business or organization to achieve its full potential

- ✓ Learn how to build and nurture your Brand, enhance and leverage on its core attributes
- ✓ Learn how to increase your Brand Value and improve income generating potential
- ✓ Understand how to purposefully align your Brand and Marketing Communication Strategy with measurable results

**Full Day Online Course**  
With Sola Abulu (Principal Consultant (SA&A))

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# Public Relations, Media & Stakeholder Management Course



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## Public Relations Media & Stakeholder Management Course

Learn how to leverage on traditional and new media platforms and effectively manage relationships with key stakeholders and the public in pursuit of business or institutional objectives

- ✓ Understand how to use media and public relations to advance your business and organizational objectives
- ✓ Learn how to understand the media landscape, analyze media coverage, and position your business or organization effectively
- ✓ Learn how to ethically advocate and influence audience and stakeholder perceptions

Full Day  
Online Course  
With Sola Abulu  
(Principal  
Consultant  
(SA&A))

[Sign Up](#)

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## Who can attend:

- Leaders, practitioners and professionals with a responsibility for managing, or supporting Strategic Public Relations, Media, Corporate External Relations & Stakeholder Management for a business, brand, institution or entity

**Course Level: Entry/Intermediate**

# Issues, Crisis & Reputation Management Course



## Who can attend:

- 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***

**Course Level: Intermediate/Advanced**

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## Issues, Crisis & Reputation Management Course

Learn how to de-escalate and sustainably manage and resolve complex issues and crisis for the benefit of your brand or organization

- ✓ Know how to manage reputation and mitigate stakeholder crisis in business and/or public sector context
- ✓ Know the difference between issues and crisis management and how to identify warning signs
- ✓ Understand the dynamics of crisis management and learn how to build crisis resilience in your team or organization

**Full Day Online Course**  
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# Public Sector, Policy & Political Communications Course



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## Public Sector Policy & Political Communications Course

Learn how to communicate effectively in a world where access to divergent voices is unprecedented and distrust of institutions is significantly high

- ✓ Learn how to communicate effectively with diverse and complex audience groups in digital and physical communities
- ✓ Learn how to drive policy compliance through audience-centric communication
- ✓ Understand how the media and social media landscape is changing and why the public sector needs to communicate and engage differently

**Full Day Online Course**  
With Sola Abulu (Principal Consultant (SA&A))

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## Who can attend:

- 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 policy-making/implementation context
- ***This includes Media Spokespersons, Communications Directors, Heads of Departments, Campaign Directors, Press Secretaries, Consultants, Senior Officials and Media Advisers***

***Course Level: Intermediate/Advanced***

# Be-Spoke Training Sessions



We run be-spoke training and capacity building sessions for corporate clients, professional service firms, public sector organizations, professional and community groups face-to-face in Lagos, Nigeria and online anywhere in the world.



We tailor the sessions to the learning needs and desired outcomes of the learning group and/or target audience, ensuring that an impactful experience is delivered with measurable outcomes.



Contact us : [training@solaabuluassociates.com](mailto:training@solaabuluassociates.com) for information on our courses and on [consulting@solaabuluassociates.com](mailto:consulting@solaabuluassociates.com) for consulting inquiries



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