

“The single biggest problem with communication is the illusion that it has taken place.”

George Bernard Shaw

Strategic CSR Communications

Date: 8th to 13th Feb 2021

Fees: INR 9,995/- (Taxes excl)

Social Media –

W: www.iicsr.com

TW: [@iicsr1](https://twitter.com/iicsr1)

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Instagram: [iicsr1](#)

You tube Channel: [Info IICSR](#)

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Introduction

International Institute for Corporate Sustainability and Responsibility (IICSR) established in 2015 is a training, research, and development institute dedicated to Responsible Business practices.

We offer courses with International practitioners to develop the global workforce of trained professionals for Sustainable Development. The courses are delivered by online and offline modes coupled with working on research papers, live projects solving global problems for senior executives, for student offering internships, and placement assistance. Our trainers are leading practitioners based in India, Africa, Europe, the USA, and other countries. We are also among the first one's in India to curate 2 years full-time dual degree course in MBA in CSR.

Understanding the requirements of the working professionals we have designed a flexi learning model, self-designed Masters Certificate course with diverse range of courses.





OFFLINE Courses

- Social Return on Investments (SROI) studies
- Introduction to CSR and Social - Value Change
- Workshop on CSR Project Monitoring and Reporting
- 2 years offline Dual degree MBA in CSR
- Impact Investments

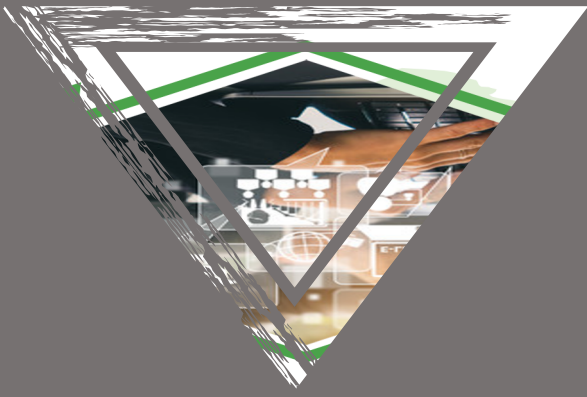
ONLINE Courses

- Introduction to CSR and Sustainability
- Value creation by ESG Reporting
- And more ongoing

EVENTS & Interactions

- Next Step – Promoting Social entrepreneurs
- National Summit on Extractive Industries and Sustainable Development
- CSR Roundtable and Meet-ups
- Mining Industry and Sustainable Development
- Sustainability Dialogues at Washington D.C
- International Responsible Investments Dialogues
- Live Interactions with Global Change makers





Course Brief:

Responsible Corporates are playing a significant role in contributing to Society through their Corporate Social Responsibility initiatives. With the increasing demand for corporates to demonstrate their contribution, insights into strategic CSR communication has become an imperative for CSR Professionals.

IICSR workshop on Strategic CSR communications for CSR professionals will give an insight into using communications to create greater impact, contribute towards enhancing the organization's image, enhance professional skills, and create better stakeholder engagement.

Outcomes expected:

- Importance of CSR Communications
- Importance and role of ethical and sensitive communications
- Research and data based approach for communications
- Decode the strategies for CSR based communications
- Learn to develop a clear and sound communications plan
- Skills for communications
- Platform for social impact communications for CSR projects
- CSR report compliance

Audience:

- CSR Practitioners
- Socially responsible Institutions
- Entrepreneurs, MSMEs
- Post Graduate Students
- Not for Profits



Online Content Schedule

Session 1

4:00 pm - 6:00 pm

The stakeholder approach to CSR communications

- Why and How?
- Case studies

Session - 2

4:00 pm - 6:00 pm

Building the brand through CSR Communications

- Corporate Brand
- Product brand
- CSR Professional brand
- Internal employee engagement

Session - 3

4:00 pm - 6:00 pm

CSR Communication:

- CSR Compliance
- CSR Reporting
- Impact report

Session – 4

4:00 pm - 6:00 pm

Communications skill development

- Story telling
- Presentation
- Social Media
- Video

Session – 5

4:00 pm to 6:00 pm

Roundtable with the Thought Leaders

- Impact assessment reports from partners
- Measuring Impact
- CSR Communications Tools used

Complimentary: Live Interactions with Global Changemakers and Felicitation

Includes



Roundtable with the Thought Leaders



Mr. Anirban Ghosh, Chief Sustainability Officer, Mahindra Group
Mr. Ashwini Saxena, Chief Executive Officer, JSW Foundation
Mr. Tanmoy Chakraborty, Group Government Affairs Officer, Tata Sons Limited
Mr. Vinod Pande, Advisor CSR, PTC India Financial Services Ltd.
Mr. Nixon Joseph, President and COO, SBI Foundation

COVID 19 Pandemic: Transforming Leadership CSR and Sustainability to the NEW REALITY

31st August to 5th September 2020

Last Date: 29th August 2020

E: info@iicsr.com | Sneha Raj: +91 816 989 2605

Register: <http://iicsronlineinstitute.com>

Presented by

Outcomes

- Concepts of CSR, Sustainability and links to the Big Issues of the Day
- Understanding the present challenges from the strategy to the operational management level.
- Efficient and effective digitalization IT intervention to promote CSR and Sustainability managing and transforming during Pandemic as workplace changes from office to home

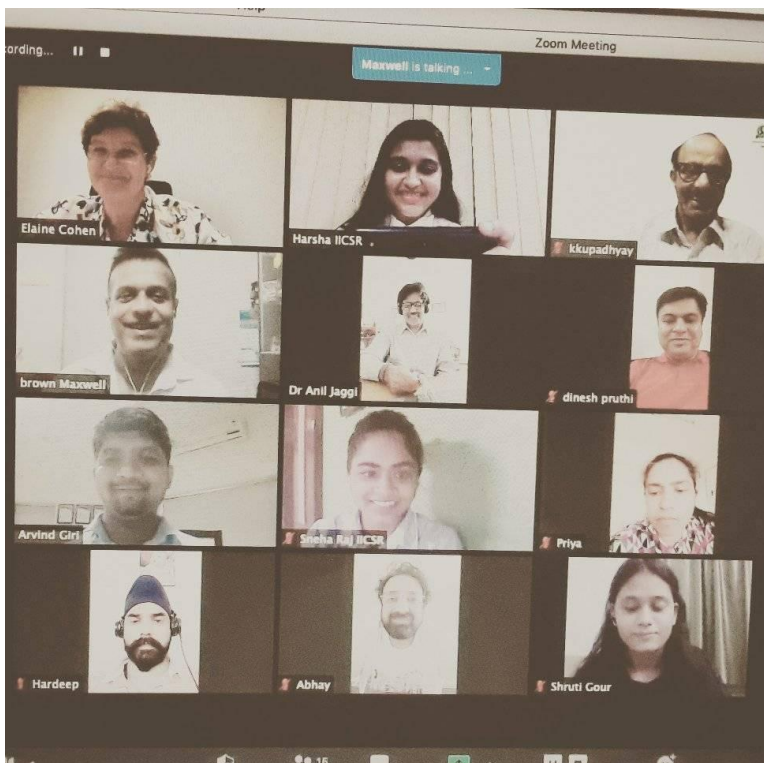
Audience

- Corporates - Multinationals
- CSR Practitioners
- Entrepreneurs, MSMEs
- Post Graduate Students
- Public Officials
- NGOs and Social Enterprises

IICSR Lead Trainer
Dr. Michael Hopkins
Founder and CEO
MHCI International



Live Interactions with Global Changemakers



Digital Felicitation Ceremony

Lead Trainer: Meera Tenguria



Strategic CSR Communications

A veteran strategist for more than two decades, her clients have benefited from her expertise resulting in growth, evolution, and success. Her strong track record in corporate strategy includes Corporate Communications, Crisis Communications, Stakeholder Communications, Brand Management, Social Media, Content Strategy, Sustainability & CSR Communication.

Founder and entrepreneur of Aarohan Communications, a strategic consulting firm in India, she has also worked with Global PR firms Good Relations and in a leadership position Weber Shandwick, India.

A firm believer in the art of content and storytelling, she has shaped the histories and future of Meera's consulting work has included long-term and short-term projects for several global companies, Indian corporates, NGOs and government agencies, politicians, professional associations, as well as public and private universities and colleges.

She is a mentor at Cherie Blair Foundation and ATL Innovation Lab. She is passionate about the role of Communications for Development, Communications Strategy, Content Strategy, Communicating sustainability and communications training. She has completed GRI certification for Sustainability Reporting.

A graduate in Microbiology and Environment Science, a post-graduate in Business Management and a Masters in Sociology, she integrates the learnings from the three fields, with her experience and expertise in Communications, Management and Leadership training. organizations deftly through formulating the narrative.



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Schedule: 8th to 13th Feb 2021

Fees: INR 9995 (excl. taxes)

Register NOW:

<https://www.townscript.com/e/strategic-csr-communications-310043>

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