

# Vibrant

making words work

## Managing upwards

Newcomers to corporate communications say the thing they find hardest to deal with is getting approval on copy, proofs, content or plans from senior management. They also say they find having to influence and negotiate with senior management daunting at this early stage in their career. They are being asked to manage a high-profile product, perhaps requiring contact with people at high levels in areas of the business. Suddenly the situation becomes frustrating and stressful. Together, we look at plans, processes and techniques to overcome seemingly insurmountable difficulties.

29 September 2006 9:30am – 5pm

Central London Venue

including lunch and refreshments  
£250 plus VAT

Book by Friday the 16 September to secure your place

(Ask about group discounts and tailored in-house courses)

## What delegates have said:

"I picked up all sorts of useful tips – not just about managing upwards."

"Well-managed and well-focused – could easily have become a people management course."

"All content covered is just about the right level. As a relative newcomer to written publications, the whole day was good basis on which to plan going forward. I can set the standards I want now, using what I have learnt today."

**Other communications and publishing topics also available as workshops or as consultancy**