CONCEPT

Internal Communication and Employee Engagement Campaign Planning

Internal Communication and Employee Engagement Campaign Planning

Technical depth: Practitioner · **Practical mode:** Case study

Introduction

Strategies, policy changes and cultural priorities often reach employees as scattered emails and one-off town halls, so awareness stays low, frontline staff are missed and engagement survey scores barely move. This Core Concept course equips communication and HR managers to plan internal campaigns that change what employees know, feel and do. Participants diagnose engagement data, apply campaign planning and behaviour models, build channel and content plans, and measure results with recognised evaluation frameworks. Each participant leaves with an Internal Communication Campaign Plan for a live priority in their own organisation.

Course Objectives

- Audit internal channels, audiences and engagement survey results to establish a communication baseline
- Plan internal campaigns with the OASIS model, setting objectives linked to business outcomes
- Diagnose the behavioural barriers behind low engagement and shape messages that address them
- Build a channel matrix, content calendar and manager cascade pack for a multi-site workforce
- Measure campaign outputs, outtakes and outcomes and report them to leadership in business terms
- Produce an Internal Communication Campaign Plan ready for sponsor approval

Target Audience

- Internal communication managers and business partners planning employee campaigns
- HR and employee experience managers responsible for engagement surveys and action plans
- Corporate communication managers who also own intranet, email and employee app channels
- Change and transformation managers who need employees to adopt new ways of working
- Culture, values and wellbeing programme leads running organisation-wide initiatives

Course Outline

Day 1: The Internal Communication and Engagement Landscape

- IoIC Profession Map: Purpose and Core Knowledge Areas of Internal Communication
- Engage for Success Four Enablers: Strategic Narrative, Engaging Managers, Employee Voice and Integrity
- Engagement Survey Diagnostics Using Gallup Q12 Items and eNPS Results
- Internal Communication Audit: Channel Inventory, Reach and Trust Baseline
- Employee Audience Segmentation by Role, Location, Shift Pattern and Digital Access

Day 2: Campaign Planning and Behaviour Models

- OASIS Campaign Planning Model: Objectives, Audience Insight, Strategy, Implementation and Scoring
- Communication Objectives Linked to Business Outcomes Using the SMART Format
- COM-B Model for Diagnosing Capability, Opportunity and Motivation Barriers
- EAST Framework for Behaviour-Change Messaging: Easy, Attractive, Social and Timely
- Message House and Strategic Narrative Architecture

Day 3: Building and Running the Campaign

- Channel Matrix: Intranet, Email, Employee App, Town Hall, Digital Signage and Frontline Briefings
- Content Calendar and Editorial Approval Workflow
- Plain Language Drafting Using ISO 24495-1 Principles
- Line Manager Cascade Pack: Briefing Notes, Talking Points and Question Log
- Employee Voice Mechanisms: Pulse Surveys, Listening Sessions and Ambassador Networks

Day 4: Measurement, Risk and Difficult Campaigns

- AMEC Integrated Evaluation Framework and Barcelona Principles 4.0
- Channel Analytics Interpretation: Open Rate, Click-Through and Dwell Time
- ISO 30414 Leadership, Culture and Engagement Metrics for Leadership Reporting
- Message Saturation Diagnosis Using a Communication Load Calendar
- Sensitive Announcement Protocols for Restructures, Policy Changes and Incidents

Day 5: Case Work and the Internal Communication Campaign Plan

- Frontline Workforce Case Study: Reaching Non-Desk Employees in Logistics and Healthcare
- Post-Merger Case Study: Rebuilding Trust after Falling Engagement Scores
- Internal Communication Campaign Plan Drafting: Objectives, Segments, Channel Matrix and Calendar
- Campaign Measurement Dashboard Build with Baselines and Targets
- Peer Review Panel and Campaign Plan Defence

Skills You Will Gain

- Internal Communication Auditing
- Audience Segmentation
- Behavioural Message Design
- Channel Planning
- Manager Cascade Design
- Employee Listening
- Communication Measurement and Evaluation
- Engagement Data Interpretation

Why Attend This Course

- Return to work with an Internal Communication Campaign Plan for a live priority, already tested against peer challenge
- Reach employees who rarely see the intranet or email, including shift and field workers
- Show leadership what a campaign changed, using outcome measures rather than message counts
- Compare approaches with communication and HR managers from other sectors and countries

Conclusion

Employees engage with an organisation's priorities when they understand them, see their managers support them and have a voice in how they are delivered. This course moves from auditing channels and engagement data, through campaign planning and behaviour models, to building, running and measuring campaigns and handling sensitive announcements. The final day brings that work together in an Internal Communication Campaign Plan that participants take back to their sponsor, giving them a structured and measurable approach to every campaign that follows.