EUROPEAN INSTITUTE OF PUBLIC RELATIONS

PART OF THE EUROPEAN INSTITUTE OF COMMUNICATIONS

Post Graduate Diploma in Internal Communications

Engage Employees. Advise Leadership. Influence Organisations.

Professional Education. Practical Skills. International Perspective.

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Welcome

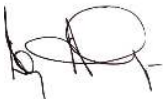
I'm delighted to welcome you to the European Institute of Communications and to thank you for your interest in the Post Graduate Diploma in Internal Communications.

Since 1992, our approach has been simple: professional education should be current, academically sound and directly relevant to the workplace.

Today's internal communicator does far more than distribute information. They listen to employees, advise leaders, support change, strengthen engagement and help management understand how communication is being received.

This programme is designed around that reality. Candidates do not simply learn what Internal Communications is. **They learn how to practise it.**

Kind regards



Eugene A. Grey FEIPR FPRII FEIC
Director of Education

ABOUT THE INSTITUTE

The European Institute of Communications provides specialist professional education for the communications profession in Ireland, across Europe and internationally.

For more than three decades, the Institute has combined academic knowledge, strategic thinking and practical application.

THE PROGRAMME

The course develops the knowledge, judgement and practical tools to audit communication, develop strategy, improve channels and intranets, strengthen employee voice, support change, advise leadership, communicate during crises, use AI responsibly and measure effectiveness.

PROFESSIONAL INDUSTRY QUALIFICATION

Developed by industry professionals for industry practitioners, the Post Graduate Diploma in Internal Communications is a professional, industry accredited qualification focused on the knowledge, skills and practical capabilities required in today's workplace. As a professional industry qualification, it is distinct from academic awards within the Irish National Framework of Qualifications.

INTERNATIONAL RECOGNITION

The European Institute of Communications has received Platinum Standard Accreditation from the Global Alliance for Public Relations and Communication Management for its professional education programmes. The Global Alliance accreditation process supports international professional standards in public relations and communication management education and training.

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What You Will Learn

A practical programme built around the work internal communicators are expected to do.

01 Internal Communications Today Culture, purpose, positioning and strategic influence.	**02 Listening, Research & the IC Audit** Listening, research, audits, benchmarking and insight.
03 Developing an IC Strategy Analysis, audiences, objectives, channels and evaluation.	**WORKSHOP 1** Diagnose before you communicate.
04 Channels: Choosing What Works Channel choice, overload, governance and line managers.	**05 Modern Intranet & Digital Employee Experience** Usability, ownership, governance and analytics.
06 Employee Engagement, Voice & Community Listening, participation, trust and dialogue.	**WORKSHOP 2** Fix practical channel, intranet and engagement problems.
07 IC at the Leadership Table Advise leaders and translate employee insight into counsel.	**08 Communicating Change & Transformation** Change narratives, concerns, feedback and trust.
09 Internal Crisis Communication Preparedness, visibility, misinformation and recovery.	**WORKSHOP 3** A live organisational communication simulation.
10 AI for Internal Communicators Research, drafting, planning, ethics and responsible use.	**11 Writing, Storytelling & Content** Clear writing, storytelling and engaging employee content.
12 Measurement, Evaluation & Value KPIs, evidence, dashboards and organisational contribution.	

Current Irish, European and international cases are used throughout to compare practice and connect learning directly to the workplace.

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From Internal Communicator to Strategic Adviser

Internal Communications is increasingly expected to do more than distribute information. The practitioner must understand employees, interpret organisational priorities, advise leaders, support change and show whether communication is actually working.

This programme is built around those professional demands. It develops the practical capability to move from **"What should we send?"** to **"What is the communication problem, what evidence do we have, and what should the organisation do?"**

DIAGNOSE

Audit communication, listen to employees and identify the real issue before choosing a solution.

PLAN

Turn evidence into objectives, audiences, messages, channels, resources and an evaluable strategy.

ADVISE

Bring employee insight to leadership and provide informed communication counsel - including constructive challenge.

IMPROVE

Review channels, intranets, manager communication and the wider digital employee experience.

RESPOND

Support organisational change and crisis communication while protecting trust and understanding.

PROVE VALUE

Move beyond outputs and use meaningful measures, KPIs and evidence of communication effectiveness.

WHAT YOU TAKE BACK TO WORK

A professional toolkit including audit and listening frameworks, audience and channel tools, an intranet health check, engagement diagnostics, manager/change/crisis communication tools, an AI responsible-use framework and a measurement dashboard.

PROFESSIONAL ASSESSMENT

Develop a **12-Month Internal Communications Strategy** for an existing or approved organisation - a substantial piece of work designed to integrate the learning across the programme.

Indicative length: 5,000-6,000 words.

Online delivery: 12 recorded specialist lectures + 3 live professional workshops + orientation webinar | **Approx. 31 structured hours** | **Flexible start** | **Course Mentor**

Ready to Develop Your Internal Communications Career?

Course Fee: €1,470 including assessment and applicable programme fees