



CORPORATE  
COMMUNICATIONS COURSE  
BROCHURE

**April 2024**

# 1. THE PURPOSE OF THE COURSE AND ENTRY REQUIREMENTS

The Corporate Communications Course evolved from an Academy Bootcamp designed for Financial Journalists. Following the success of these bootcamps, several companies approached the Academy to develop a similar concept for their in-house corporate communications teams.

The primary desired outcome of this course is to raise the level of understanding amongst corporate communications teams of the savings and investment industry, its products as well as the challenges facing the industry and its key stakeholders.

# 2. ACADEMY VISION & CONTEXT

The ASISA Academy creates and delivers high quality solutions to meet the skills development needs of South African Savings, Life Assurance and Investment Management organisations. The Academy resulted from the need for a fresh approach to developing savings and investment management skills and achieving broader, more rapid transformation of the industry. The intention is take delegates' learning beyond that of their tertiary studies using an approach that responds to industry realities and is delivered by industry experts in an academically sound manner.

In 2013 UCT officially endorsed four of the Academy's existing courses as UCT Short Courses which the Academy runs as official non-credit bearing UCT short courses. Delegates on each of these courses will need to pass the assessments to be awarded the UCT graduate certificate. The number and complexity of the assessments varies depending on the course.

More than 18,000 people in the Southern African financial services sector have learned with the ASISA Academy since 2008 with over 1000 industry presenters keeping the learning rooted in reality. The Academy has a Level 1 B-BBEE rating.

# 3. OUR PROGRAMME CHAMPION

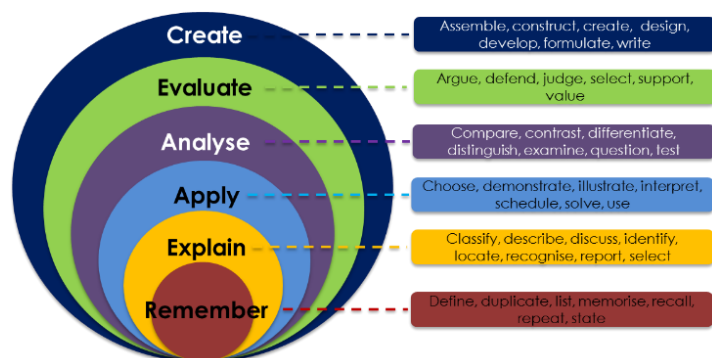


**Lucienne Fild**

Lucienne is a communications and advocacy specialist with a deep understanding of the South African financial services industry and its key stakeholders, including the news media that report on this sector.

# 4. ACTIVE LEARNING

We work hard at the ASISA Academy to ensure every learning experience is as interactive as possible. To achieve this, we draw on the expertise of some of the most experienced and specialised professionals in the industry and we limit the size of our groups. The following diagram captures the Academy approach to learning. We aim to achieve the bulk of our learning in the biggest circles. Delegates will be required to bring a laptop or tablet in order to make full use of the online learning environment during the sessions.



## 5. COURSE TOPICS

The following tables summarise topics covered during the course.

### Day 1

The big picture: <ul style="list-style-type: none"> <li>• The private sector and where our industry fits in (BLSA, BUSA, B4SA, Nedlac).</li> <li>• An overview of the financial services industry and key representative bodies (ASISA, BASA, SAIA, JSE).</li> </ul>
The role of ASISA member companies as corporate citizens, why the big picture matters, the biggest challenges facing SA, the impact on our industry, and the opportunities this presents.
Panel discussion: why understanding the bigger picture is important for all communicators.
The regulatory environment: the role of the Financial Sector Conduct Authority (FSCA) and the Prudential Authority (PA).
Advocacy, lobbying and the communication strategy. What are the building blocks of a communications strategy.

### Day 2

The SA long-term insurance industry & its impact on the economy.
Long-term Insurance Ombud: the role of the Office of the Ombud and what complaints say about the industry.
Understanding the SA media landscape.
From the perspective of a financial journalist - view of the savings and investment industry, how a journalist thinks.
Writing content that appeals to personal finance journalists.

### Day 3

What are financial markets, what is their role, important regulatory changes in the pipeline.
Differences between a CIS Manco & asset management company. What are Collective Investment Schemes, different fund categories and CISCA. Foreign CIS explained.
What does infrastructure investing have to do with our industry & why does prescription often get mentioned in the same context.
The unclaimed assets debate and why it matters.
Preparing your spokesperson for media engagements (including radio and TV interviews).

### Day 4

How transformed is our industry and are we doing enough?
The transformation journey of your company and how this is communicated to stakeholders.
The ASISA Foster the Future initiative in support of transformation and why ASISA member companies should get involved.
Your engagement with social media and understanding the potential pitfalls.
Guidance and mentoring session regarding communications in general and engaging with the media.

**Disclaimer:** Please note that topics may shift to different days depending on presenter availability.

## 6. FEEDBACK FROM PAST DELEGATES

Some comments from past Academy delegates about their experiences on our courses:

- What a great course! The speakers were exceptional and had great insight into the industry. This helped me a lot to understand the financial services industry as well as the important role we play as communicators for a large company. Will do other courses with ASISA as the standard of the training is very high.
- Lucienne, you were exceptional. A superb line-up of exceptional calibre, industry-leading specialists who all delivered maximum impact, barring one or two. A thoroughly enjoyable 4 days and I would highly recommend the course to industry peers. I hope you develop more of these. I have learned an enormous amount.
- The presenters today provided me with a great understanding of what financial reporting and integrated reporting means. In addition to this, going forward, the presentations today have helped me to understand these tools better and thus empower me to use them to communicate more effectively and meaningfully in my role. Overall, the bootcamp has by far exceeded my initial expectations and has triggered a want for a deeper understanding of certain terms within the industry to allow me to communicate more meaningfully to my target audience. Most definitely a MUST for all corporate communicators!
- I found today's session very relevant and informative. It helped me to remember again what some of the key concepts are and took me back to basics in understanding financial results and not taking for granted what they mean. The speakers were all very knowledgeable and simplified otherwise complicated concepts. I enjoyed Lucienne. I wish more communicators, especially those new in the financial services industry would be able to attend a course like this.



## 7. CONTACT INFORMATION

For course dates, venues, pricing, and other information please contact the ASISA Academy at:

- Email: [LEARN@asisaacademy.org.za](mailto:LEARN@asisaacademy.org.za)
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