Effective Meetings and Business Communication Protocols Training Course



30 Nov - 04 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #MA6901_295466

Course Introduction / Overview:

Ineffective meetings and poor communication are significant drains on organizational resources, leading to wasted time, decreased productivity, and employee disengagement. This course is meticulously designed to transform these critical business functions from liabilities into strategic assets. We will explore the entire lifecycle of a meeting, from strategic planning and agenda setting to masterful facilitation and actionable follow-up. Beyond meetings, the curriculum delves into the core principles of professional business communication, ensuring every interaction is purposeful, clear, and impactful. Drawing on insights from communication experts like Amy Cuddy, whose work in "Presence" highlights the power of nonverbal cues and confident expression, participants will learn to command attention and foster collaboration. This program offered by BIG BEN Training Center provides a comprehensive framework for mastering both the science of structured meetings and the art of persuasive communication, equipping professionals to lead with clarity and drive results in any corporate environment.

Target Audience / This training course is suitable for:

- Managers and Team Leaders.
- Project Managers and Coordinators.
- Department Heads and Supervisors.
- Human Resources Professionals.
- Administrative and Executive Assistants.
- Sales and Marketing Professionals.
- Anyone responsible for organizing or leading meetings.
- Professionals seeking to enhance their corporate communication skills.

Target Sectors and Industries:

- Information Technology and Telecommunications.
- Banking, Finance, and Insurance Services.
- Healthcare and Pharmaceutical Industries.
- Engineering and Construction.
- Manufacturing and Logistics.
- Retail and Consumer Goods.
- Governmental Bodies and Public Sector Organizations.
- Consulting and Professional Services.

Target Organizations Departments:

- Project Management Office.
- Human Resources and Training.
- Operations and Production.
- Sales and Business Development.
- Marketing and Communications.
- Administration and Executive Support.
- Customer Service and Support.
- Finance and Accounting.

Course Offerings:

By the end of this course, the participants will have able to:

- Plan and structure meetings for maximum productivity and clear outcomes.
- Master advanced facilitation techniques to engage all participants and manage group dynamics.
- Apply principles of clear, concise, and persuasive business communication.
- Develop professional business writing skills for emails, reports, and other documents.
- Utilize active listening and nonverbal cues to improve understanding and build rapport.
- Confidently manage difficult conversations and resolve conflicts within a meeting context.
- Lead effective virtual and hybrid meetings using modern best practices and tools.
- Implement standardized communication protocols to enhance organizational efficiency.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, practical, and participant-centered, moving beyond theoretical knowledge to build tangible skills. We employ a blended learning approach that combines expert-led presentations with a variety of engaging activities. Participants will actively participate in role-playing scenarios that simulate real-world meeting challenges, such as managing disruptive attendees or navigating difficult negotiations. Group discussions and brainstorming sessions will encourage peer-to-peer learning and the exchange of diverse perspectives. Case study analysis of both successful and unsuccessful business communications will provide valuable insights into best practices. A significant portion of the course is dedicated to hands-on exercises, where participants will draft agendas, practice facilitation, and write professional communications, receiving constructive feedback from both the instructor and their peers. This immersive and experiential learning environment ensures that participants leave with the confidence and competence to immediately apply their new skills in the workplace.

Course Agenda (Course Units):

Unit One Foundations of High-Impact Meetings

- The strategic importance of effective meetings.
- Defining clear meeting purposes, objectives, and outcomes.
- Crafting powerful and results-oriented agendas.
- Assigning and communicating key meeting roles and responsibilities.
- Understanding the psychology of group dynamics in a meeting setting.
- Calculating the true cost of inefficient meetings to an organization.
- Best practices for pre-meeting preparation and communication.

Unit Two Mastering Facilitation and Participation

- Core techniques for effective meeting facilitation.
- Strategies for encouraging active participation and inclusion.
- How to manage different personality types and difficult behaviors.
- Advanced active listening and questioning skills.
- Consensus-building and decision-making models.
- Techniques for keeping meetings on track and on time.
- The art of summarizing discussions and confirming action items.

Unit Three Principles of Professional Business Communication

- Fundamentals of clear, concise, and correct communication.
- Adapting your communication style to different audiences and contexts.
- The power of nonverbal communication and body language.
- Understanding and navigating cross-cultural communication differences.
- Developing vocal tone and presence for greater impact.
- The ethics of business communication and maintaining professionalism.
- Giving and receiving constructive feedback effectively.

Unit Four Business Writing and Digital Etiquette

- Crafting professional, effective, and action-oriented emails.
- Principles for writing clear reports, memos, and proposals.
- Best practices for instant messaging and internal collaboration platforms.
- Mastering virtual meeting etiquette for video and audio conferences.
- Proofreading and editing strategies to ensure error-free writing.
- Maintaining a professional tone in all written communication.
- Documenting meeting outcomes with effective minutes and summaries.

Unit Five Advanced Communication and Strategic Application

- Techniques for delivering persuasive and impactful presentations.
- Strategies for managing and resolving conflict during meetings.
- Leading effective and engaging hybrid and virtual meetings.
- Integrating meeting management and communication skills for project success.
- Building a culture of effective communication within a team.
- Developing a personal action plan for continuous improvement.
- Final capstone exercise integrating all learned skills.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

In an era of increasing digital and hybrid work, how does the psychological contract of a meeting change, and what new protocols are needed to ensure psychological safety and inclusion for all participants, regardless of their physical location?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by offering a holistic and integrated approach to two of the most critical pillars of corporate success, meeting management and business communication. Unlike programs that treat these subjects in isolation, we explore their deep-seated interdependencies, teaching participants not just how to run a meeting, but how to communicate effectively before, during, and after it to drive real business outcomes. Our curriculum moves beyond outdated theories and focuses on the contemporary challenges of the modern workplace, with dedicated modules on managing hybrid teams and mastering digital etiquette. The methodology is intensely practical, prioritizing hands-on application, peer feedback, and real-world simulations over passive listening. Participants will not just learn about facilitation techniques; they will practice them in a safe and supportive environment. The course is grounded in established communication principles while being forward-looking, ensuring the skills acquired are not only relevant today but are also adaptable to the future of work. It is this unique synthesis of structure and communication artistry that empowers attendees to become truly effective leaders and collaborators.