Marketing Internal Training for Maximum Employee Engagement Training Course



28 Dec 2026 - 01 Jan 2027

Lisbon

4500 € (Per Person)

Ref: #TDD5114_191049

Course Introduction / Overview:

In today's competitive landscape, the success of corporate training initiatives hinges not just on the quality of the content, but on the ability to effectively market them to the internal audience—the employees. Many organizations invest heavily in developing robust learning and development programs, only to see them underutilized due to a lack of awareness, interest, or perceived value. This course directly addresses this critical gap by applying proven marketing principles to the internal corporate environment. It transforms the function of learning and development from a simple provider to a strategic internal marketer. Drawing on foundational marketing concepts from experts like Philip Kotler, we will adapt classic strategies to engage an internal audience, creating a "pull" for learning rather than a "push". This program offered by BIG BEN Training Center moves beyond basic communication tactics, equipping participants with a comprehensive framework to design, execute, and measure strategic marketing campaigns for their training programs. Participants will learn to build excitement, demonstrate clear value, and ultimately foster a vibrant learning culture that drives both employee growth and organizational success, as detailed in many business studies like those found in the "Journal of Business Research".

Target Audience / This training course is suitable for:

- Human Resources Managers and Professionals.
- Learning and Development (L&D) Specialists and Coordinators.
- Corporate Training Managers.
- Internal Communications Specialists.
- Talent Management and Organizational Development Professionals.
- Department Heads and Team Leaders responsible for upskilling their teams.
- Marketing professionals transitioning to an internal-facing role.
- Change Management Practitioners.

Target Sectors and Industries:

- Technology and Information Services.
- Financial Services, Banking, and Insurance.
- Healthcare and Pharmaceuticals.
- Manufacturing and Engineering.
- Retail and Consumer Goods.
- Telecommunications.
- Professional Services and Consulting.
- Governmental bodies and Public Sector organizations.
- Non-profit and Educational Institutions.

Target Organizations Departments:

- Human Resources.
- Learning and Development.
- Training and Development.
- Corporate Communications.
- Internal Marketing.
- Operations Management.
- Talent Management.
- Organizational Development.
- Any department with a dedicated training function.

Course Offerings:

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

- Develop a comprehensive internal marketing strategy for training initiatives.
- Segment employee audiences to create targeted and personalized communication.
- Craft compelling messaging that highlights the value and benefits of training.
- Utilize a multi-channel approach to promote learning opportunities effectively.
- Increase training program adoption and engagement rates across the organization.
- Leverage storytelling and employee testimonials to build social proof.
- Measure the effectiveness and return on investment (ROI) of internal marketing campaigns.
- Align training promotion with the overall employee value proposition and corporate brand.
- Build strong partnerships with internal stakeholders and managers to champion learning.
- Foster a sustainable culture of continuous learning through strategic communication.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, practical, and collaborative, ensuring that participants can immediately apply the concepts learned within their own organizations. We believe that adult learning is most effective when it is experiential and directly relevant to real-world challenges. The course will feature a blend of expert-led presentations, in-depth case study analyses of successful internal training campaigns, and interactive group discussions. A significant portion of the training will be dedicated to hands-on workshops where participants will work in teams to develop a mock internal marketing plan, from audience segmentation to campaign execution. These activities are designed to foster creative problem-solving and peer-to-peer learning. Participants will receive constructive feedback from the instructor and their peers, refining their strategies in a supportive environment. The methodology emphasizes a practical, tool-based approach, providing templates and frameworks that can be adapted for any corporate setting. Our goal is to move beyond theory and empower participants with the confidence and skills to implement impactful internal marketing strategies.

Course Agenda (Course Units):

Unit One: The Foundations of Internal Marketing for L&D

- The shift from administrator to marketer in Learning and Development.
- Understanding employees as an internal customer base.
- The psychological principles behind employee motivation and engagement in learning.
- Linking the L&D marketing strategy to core business objectives and KPIs.
- Conducting a SWOT analysis for your internal training landscape.
- Defining the unique value proposition of your training programs.
- Common pitfalls in internal training communication and how to avoid them.

Unit Two: Strategic Planning for Your Internal Training Campaign

- Conducting a training needs analysis from a marketing perspective.
- Segmenting your internal audience and creating employee personas.
- Setting clear, measurable, and achievable (SMART) campaign objectives.
- Developing a comprehensive internal marketing and communication plan.
- Budgeting and resource allocation for your promotional activities.
- Identifying and engaging key stakeholders and internal champions.
- Building a timeline and content calendar for your campaign.

Unit Three: Crafting Compelling Content and Messaging

- The art of storytelling in a corporate learning context.
- Writing persuasive copy for emails, intranet articles, and newsletters.
- Developing a consistent brand identity for your L&D department.
- Creating simple yet effective visual content to capture attention.
- Leveraging employee testimonials and success stories.
- Tailoring your message for different channels and audience segments.
- Communicating the "What's In It For Me?" (WIIFM) for every program.

Unit Four: Multi-Channel Campaign Execution and Management

- Choosing the right mix of communication channels for maximum reach.
- Best practices for email marketing campaigns to drive enrollment.
- Utilizing the company intranet and enterprise social networks effectively.
- The role of managers in cascading information and encouraging participation.
- Hosting engaging launch events, webinars, and information sessions.
- Implementing gamification and contests to boost excitement.
- Managing campaign logistics and responding to employee inquiries.

Unit Five: Measuring Impact and Cultivating a Learning Culture

- Identifying key metrics to measure campaign success beyond enrollment.
- Using surveys and focus groups to gather qualitative feedback.
- Analyzing data to demonstrate the ROI of training marketing efforts.
- Creating dashboards and reports for senior leadership.
- Strategies for sustaining momentum after the initial campaign launch.
- Building a long-term communication strategy for continuous learning.
- Transforming successful campaigns into a permanent learning culture.

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:

How might the principles of external consumer marketing be adapted or even challenged when applied to an internal employee audience with pre-existing relationships and perceptions of the organization?

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

This course distinguishes itself by treating the promotion of internal training not as an administrative task, but as a strategic marketing discipline. While other programs may focus narrowly on communication tools, this course provides a holistic framework that integrates principles from marketing, human resources, and organizational psychology. It moves beyond simply "announcing" courses to creating genuine demand and excitement for learning. A key differentiator is the relentless focus on practical application and measurable business impact. Participants will not just learn theories; they will actively build campaign strategies, craft messaging, and develop measurement plans that can be implemented immediately. The curriculum is uniquely designed to calculate and demonstrate the return on investment (ROI) of these marketing efforts, enabling L&D professionals to prove their value to senior leadership in concrete financial and operational terms. Furthermore, the course emphasizes the crucial role of L&D in shaping and nurturing a proactive learning culture, providing long-term strategies to sustain engagement well beyond a single campaign. It is an advanced, strategic course for professionals seeking to elevate their function and drive tangible organizational change.