

## Media LINK - Boundary Spanning



Associates  
International  
A SEACOR Company

A foot in both camps....the ideal place for the communications professionals to act at the “touching point” between your organisation and the outside world. In spanning that boundary your communicators can represent the decisions of the organisation as well as represent what impact those decisions have. In essence, boundary spanning involves telling your organisation what people think of them at the same time as explaining corporate policy to a wider world.

In helping you to build the boundary spanning systems we will use practical experience linked to case histories to show you how that gap can be bridged in the most effective way.



It is a learning experience designed to equip you with the necessary communication and judgement skills to be able to work, literally, across the border; to be a credible reporter both inside and outside your organisation.

### **MEDIALINK: HELPING YOUR COMPANY PREVENT A DRAMA TURNING INTO A CRISIS**

For more information please contact us.

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LINK. Specialists in risk management for over 21 years.