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STRCUU

COMMUNICATION TRAINING

ON

Content Creation, Personal Branding, and Networking

Dates: 16th - 18th March, 2026

Time: 1400-1700 EAT

Registration Link: <https://bit.ly/4coUQJU>

TRAINING OPEN TO GLOBAL PARTICIPATION

Co-Funded by the European Union under Grant No. 101237180

(ERASMUS -EDU-2025-CBHE-STRAND 1)

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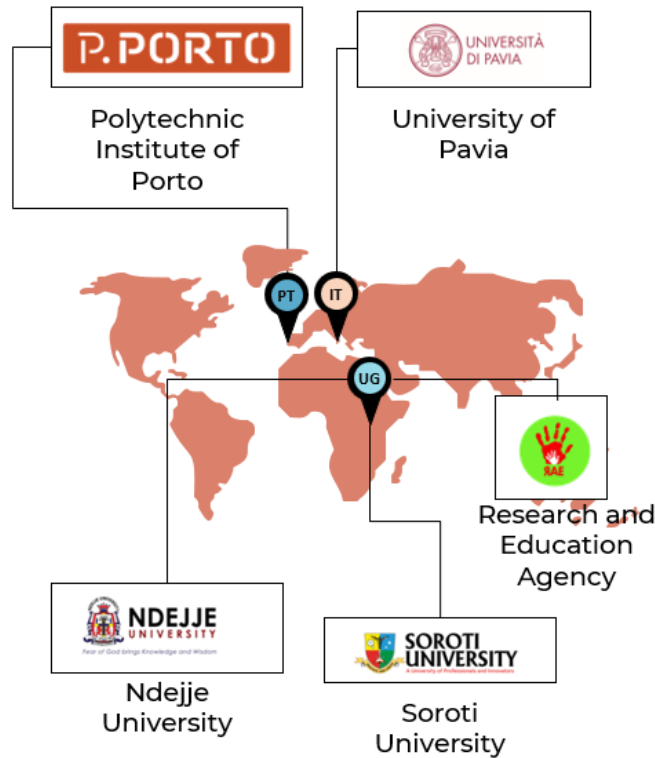
Project Title: Strengthening Teaching and Research Capacities in Recently Established Uganda Universities to Deliver Climate Resilience and Green Energy Solutions to Farming Communities

Acronym: STRCUU

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1.0 Background

The modern professional environment is increasingly shaped by digital communication, personal visibility, and collaborative networks. Organizations and individuals alike are expected not only to deliver results but also to communicate ideas effectively, establish a recognizable identity, and engage in meaningful partnerships. However, many professionals face challenges in these areas: they may produce valuable work but struggle to package it in ways that resonate with diverse audiences; they may have strong skills but lack a clear personal brand that distinguishes them in competitive markets; or they may recognize the importance of collaboration yet find it difficult to build and sustain networks that generate opportunities.

Content Creation and packaging have become critical skills in the digital age, where information overload demands clarity, creativity, and adaptability. Professionals must learn to transform ideas into formats that are engaging, accessible, and tailored to specific platforms and audiences. Personal Branding and Identity are equally vital, as career advancement increasingly depends on how individuals present themselves to peers, employers, and the wider public. A strong personal brand communicates credibility, values, and expertise, enabling professionals to stand out and attract opportunities aligned with their goals. Collaboration and Networking remain cornerstones of professional growth. In a world where success often depends on partnerships and collective problem-solving, the ability to connect, collaborate, and sustain relationships is indispensable. Networking is no longer transactional; it is about cultivating trust, reciprocity, and long-term engagement.

Despite the growing importance of digital communication, personal branding, and networking in professional success, many individuals and organizations face persistent challenges in these areas. Professionals often produce valuable ideas and insights but struggle to present them in formats that are engaging, accessible, and tailored to diverse audiences. Many professionals lack the tools to articulate their values, strengths, and expertise in ways that build credibility and visibility, particularly in digital spaces. While collaboration and networking are widely recognized as essential for growth, many professionals find it difficult to initiate and sustain meaningful connections. Networking is often approached as transactional rather than relational, leading to

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weak or short-lived partnerships that fail to generate long-term value. This training program responds to these realities by offering a structured, three-day learning experience that integrates theory, practice, and reflection. It is designed to empower participants with the tools to create impactful content, build authentic personal brands, and strengthen collaborative networks.

1.1 Justification

The proposed training program is both timely and necessary given the evolving demands of the professional and organizational landscape. The ability to create and package content effectively ensures that ideas are not lost in the noise of information overload. A clear personal brand helps professionals stand out in competitive environments, while strong networking skills open doors to opportunities that would otherwise remain inaccessible. This training emphasizes hands-on exercises, peer feedback, and real-world application. Participants will leave with tangible outputs such as repurposed content samples, personal brand statements, and networking maps that can be immediately applied in their professional contexts. By equipping participants with these skills, organizations benefit from improved communication, stronger representation in external spaces, and enhanced collaboration both internally and externally. The program is designed not just for short-term learning but for long-term transformation. Reflection prompts, action plans, and follow-up strategies ensure that participants continue to apply and refine their skills beyond the training period.

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1.2 Goal

The objective of this training is to enhance participants' capacity to communicate effectively.

1.3 Specific Objectives

- a) To strengthen participants' capacity to design and package content tailored to diverse audiences and platforms.
- b) To help individuals define and communicate their personal brand and professional identity with clarity and authenticity.
- c) To strengthen participants' collaboration and networking skills to foster long-term professional relationships and partnerships.

1.4 Expected Learning Outcomes

By the end of the training, participants will be able to:

- a) Craft and package impactful content across multiple formats.
- b) Write a clear and authentic personal brand statement with an optimized digital presence.
- c) Demonstrate improved collaboration and networking skills, with actionable plans for sustaining professional relationships

1.5 Target Audience

Mid-level professionals, entrepreneurs, and emerging leaders seeking to enhance their communication, branding, and networking capabilities.

1.6 Training Approach and Methods

The training will be delivered live online through the Zoom platform, using highly interactive facilitation to ensure active engagement and participation. The training will integrate a variety of dynamic methods, including short presentations, discussions, peer reviews, case studies, and peer feedback for reflection and improvement. Role-plays to simulate real-world collaboration will also be used. This blended approach will allow participants to immediately apply concepts, practice skills in realistic scenarios, and receive constructive feedback in real time.

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To maximize learning outcomes, participants will complete pre-work prior to the training, such as surveys, quizzes, and exercises that provide a baseline for their progress. Each day of the program includes practical assignments designed to reinforce key concepts, with instructors offering tailored feedback to guide improvement and application.

1.7 Training Pre-requisite

To maximize the effectiveness of the program, participants are expected to meet a few basic prerequisites before joining the training. They should have access to a reliable internet connection and be comfortable using online platforms such as Zoom or Google Meet for interactive sessions. A foundational understanding of their purpose, and target audiences will help participants contextualize the exercises and assignments. While no advanced technical skills are required, participants should come prepared to engage actively in discussions, role plays, and collaborative workshops, as the program emphasizes hands-on application and peer learning.

1.8 Duration and Time

The training program is scheduled for 16th - 18th March, 2026, running daily from 14:00 to 17:30 EAT. This format ensures thorough coverage of essential concepts while providing participants with ample opportunities for hands-on practice and applied learning.

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2.0 Overview of training content

The training session will provide participants with a comprehensive foundation across three interconnected areas: Content creation and packaging, where they will learn practical strategies for producing engaging materials and presenting them in formats tailored to diverse audiences; Personal branding and identity, which will focus on building a distinctive professional presence that communicates values, expertise, and credibility; and Collaboration and networking, designed to strengthen participants' ability to connect meaningfully with peers, mentors, and industry stakeholders to foster growth and opportunities. Together, these modules will equip attendees with the skills to craft impactful content, establish a strong personal brand, and leverage collaborative networks for long-term success.

2.1 Session One: Content Creation and Packaging

Learning Objectives

- Understand principles of effective content design and storytelling.
- Learn how to tailor content for different platforms and audiences.
- Explore tools and techniques for packaging content in engaging formats

Session Overview

This session introduces participants to the principles of effective content design and storytelling, equipping them with the tools to communicate ideas clearly, creatively, and strategically. Participants will explore the foundations of strong content, message clarity, audience awareness, structure, and emotional connection. Through practical examples, they will learn how storytelling techniques can transform ordinary information into memorable and impactful narratives that inspire action. The session will also examine how to tailor content for different platforms and audiences. Participants will understand how tone, format, length, and visual elements vary across social media, blogs, presentations, video, and professional networks. Emphasis will be placed on aligning content style with platform culture and audience expectations while maintaining brand consistency. Finally, participants will be introduced to tools and techniques for packaging content

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in engaging formats. From visual design basics and multimedia integration to content repurposing strategies, the session will demonstrate how to present ideas in ways that capture attention and increase reach. By the end of the session, participants will have practical frameworks for designing compelling content, adapting it strategically across platforms, and packaging it in formats that enhance visibility, credibility, and impact.

Learning Outcome

By the end of this session, participants will be able to confidently design and package content tailored to diverse audiences and platforms.

2.2 Session Two: Personal Branding and Identity

Learning Objectives

- Define personal brand values and unique strengths.
- Learn strategies to build credibility and visibility online.
- Understand how identity influences professional opportunities.

Session Overview

This session explores the powerful link between personal identity and professional success, helping participants intentionally shape how they are perceived both online and offline. Participants will begin by reflecting on their core values, passions, strengths, and lived experiences to define an authentic personal brand. Through guided exercises and practical examples, they will identify what differentiates them and articulate a clear value proposition that aligns with their goals. The session will also examine strategies for building credibility and increasing visibility in digital spaces. Participants will learn how to leverage social media platforms, professional networks, thought leadership, and consistent messaging to strengthen their online presence and expand professional opportunities. Finally, the session will explore how identity, personality, and experiences shape professional pathways. Participants will gain insight into how embracing and strategically positioning their identity can open doors, foster meaningful connections, and create lasting impact. By the end of the session, participants will have a clearer understanding of their

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personal brand, practical tools to enhance their professional presence, and a framework for aligning their identity with their career aspirations.

Learning Outcome

By the end of this session, participants will be able to establish a clear, authentic personal brand and know how to communicate it effectively.

2.3 Session Three: Collaboration and Networking

Learning Objectives

- Recognize the importance of collaboration in professional growth.
- Develop strategies for building and maintaining networks.
- Learn effective communication techniques for partnerships

Session Overview

This session explores how meaningful partnerships and strong professional relationships can accelerate opportunities, enhance learning, and expand influence. Participants will begin by examining the role of collaboration in professional development. The session will highlight how working with others fosters creativity, strengthens problem-solving, and builds credibility. Through reflection and discussion, participants will identify opportunities to collaborate within their industries and communities. The session will then focus on practical strategies for building and maintaining strong professional networks. Participants will learn how to initiate connections, nurture relationships over time, and add value within their networks. Emphasis will be placed on authenticity, consistency, and reciprocity as foundations for sustainable professional relationships. Finally, participants will explore effective communication techniques that strengthen partnerships. From clear articulation of shared goals to active listening and conflict management, the session will provide tools to enhance trust, alignment, and collaboration outcomes. By the end of the session, participants will understand the strategic importance of collaboration, gain actionable networking strategies, and develop communication skills that support productive and lasting professional partnerships.

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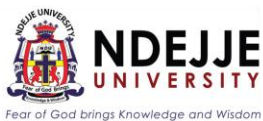
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Learning Outcome

By the end of this session, participants will be able to strengthen their ability to build, sustain, and leverage networks for career and personal growth.

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3.0 Annexes

3.1: Annex 1: Training Program

DAY ONE: CONTENT CREATION AND PACKAGING
DATE: 16th MARCH, 2026 | TIME: 14:00 – 17:00 EAT

TIME	AGENDA	ROLE
15mins	Objectives, participant introductions, House keeping Welcome notes	Participants
15mins	Strategy for Content Creation (Leading with Purpose) PowerPoint Presentation	Joan Apio
15mins	Storytelling in Content Creation (Sample Frameworks) PowerPoint Presentation	Joan Apio
20mins	Activity: Critique sample content pieces	Participants
10mins	Questions and Answer Session	Participants
5 mins	HEALTH BREAK	ALL
15mins	Audience Analysis (demographics, needs, channel) PowerPoint Presentation	Joan Apio
20mins	Activity: Adapt one idea into three formats (blog, social post, presentation)	Participants
10mins	Content Packaging (Tools and Techniques) PowerPoint Presentation	Joan Apio
20mins	Exercise: Tools for packaging content vs audience	Participants
10mins	Experience Sharing: 3 participants	Participants
15mins	Discussion: Key takeaways from content creation	Participants
10mins	Wrap-up and Reflections	Joan Apio

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DAY TWO: PERSONAL BRANDING AND IDENTITY
DATE: 17th MARCH, 2026 | TIME: 14:00 – 17:00 EAT

TIME	AGENDA	ROLE
15mins	Recap from Day One – Participants Volunteer (Content Creation) Reflections by Participants	Participants
15mins	Personal Branding: Why it matters PowerPoint Presentation PowerPoint Presentation	Joan Apio
15mins	Brand Overview (positioning, promise, perception) PowerPoint Presentation	Joan Apio
20mins	Case Studies (Effective Personal Brands) PowerPoint Presentation	Joan Apio
10mins	Reflections, Reactions and Discussions	Participants
5 mins	HEALTH BREAK	ALL
20mins	Activity: Draft your personal brand statement and profile	Participants
15mins	Digital Presence (Focus on LinkedIn) PowerPoint Presentation	Participants
20mins	Activity: Participants conduct a LinkedIn profile audit checklist	Participants
15mins	Developing Personal Brands on LinkedIn (Profile and Brand Statements) PowerPoint Presentation	Joan Apio
20mins	Exercise: Write sample thought piece on LinkedIn in your brand voice (#Personal Branding)	Participants
10mins	Reflections, Reactions and Discussions	Participants
15mins	Experience Sharing: 3 participants make submissions	Participants
20mins	Discussion: Key takeaways from Personal Branding	Participants
15mins	Wrap-up and Reflections	Joan Apio

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DAY THREE: COLLABORATION AND NETWORKING
DATE: 18th MARCH, 2026 | TIME: 14:00 – 17:00 EAT

TIME	AGENDA	ROLE
10mins	Recap from Day Two – Participants Volunteer (Personal Branding) Reflections by Participants	Participants
20mins	Importance of collaboration in professional growth PowerPoint Presentation	Joan Apio
20mins	Building Purposeful Connections (Value Proposition) PowerPoint Presentation	Joan Apio
20mins	Experience Sharing: 3 participants make submissions on Challenges and lessons	Joan Apio
10mins	Reflections, Reactions and Discussions	Participants
5 mins	HEALTH BREAK	ALL
15mins	Activity: Write sample LinkedIn post on this training and tag 3 connections (#Personal Branding #ContentCreation #Networking)	Participants
20mins	Sustaining Networks (Hacks and Tricks) PowerPoint Presentation	Joan Apio
10mins	Discussion: Key takeaways from Personal Branding	Participants
20mins	3 Key commitments for the next 30 days (Select one element from topics) Personal Action Plan	Participants
20mins	Feedback Session: Online Survey	Participants
15mins	Wrap-up and Reflections	Joan Apio

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3.2 Annex 2: Training needs assessment tool

Section A: Personnel Information

1. Sex: Male Female
2. What is your primary goal of attending this training? _____
3. What is the most challenging aspect of your role regarding this topic? _____
4. What specific practical skills do you hope to gain from this session? _____
5. How do you plan to apply what you learn in your daily work? _____
6. Preferred Email: _____

SECTION B: Competence in Content Creation, Branding and Networking

Content Creation and Packaging

7. Knowledge in developing content for digital: None Moderate Good Excellent
8. Skills in storytelling for communication: None Moderate Good Excellent
9. Skills in packaging content for audiences: None Moderate Good Excellent
10. Knowledge in segmenting audiences: None Moderate Good Excellent

Personal Branding and Identity

10. Knowledge in crafting personal brand statement: None Moderate Good Excellent
11. Knowledge in use of LinkedIn for brand positioning: None Moderate Good Excellent

Collaboration and Networking

13. Knowledge in building purposeful connections: None Moderate Good Excellent
14. Knowledge in creating credible networks: None Moderate Good Excellent
15. Skills in sustaining partnerships and networks: None Moderate Good Excellent

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An online Google form (link) will be shared with registered participants and results used to guide the training content by the lead facilitator (communications consultant and trainer)

Ms. Joan Apio: j.apio@kavibe.com cc kavibeug@gmail.com

3.3 Annex 3: Training toolkit

- a) Storytelling Frameworks
- b) Brand Canvas: Brand Statement
- c) Action Plan: 3 key commitments for the next 30 days

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