

# Training course on communication and promotion

Global Solutions

# Communication & promotion

---

## OVERVIEW

In today's intense business environment, effective communication is essential to leverage relations with clients and exploiting all business opportunities the market has to offer. However, the promotion of export credit and trade finance products is a difficult task due to their complexity and the specific set of rules that regulates the ECA industry. ECAs worldwide operate in a peculiar framework far from any other financial institution. They therefore need to address the promotion of their brand and products in innovative ways. Fully-integrated communication encompasses all types of interactions that an insurance company has with its stakeholders, especially the customers. With more than 30 years of experience in structuring trade finance and export credit transactions, SACE has developed strong skills and experience in these fields. This course will help define and plan an effective corporate communication strategy based on the understanding of customer needs and the specificities of the market of reference. It will also cover SACE's approach and tools for an effective corporate communication and products promotion.

## COURSE OBJECTIVES

During the course, we will discuss the purpose of a corporate communication strategy and how to implement it in respect of corporate objectives.

The participants will be able to:

- Understand the importance of corporate communication linked to corporate objectives and branding
- Develop, plan and implement the main drivers of an effective communication strategy
- Conduct an external and internal corporate communications audit
- Explore traditional, innovative tools and other solutions to maximize returns on communication activities.

## TUITION

Tuition will be provided by highly qualified professionals, with proven experience and comprehensive knowledge of the relevant fields. The course may be customized to meet the real needs of participants.

# LOCATION

Upon request, at client's premises or in SACE's Rome office.

# TOPICS

## **Understanding the importance of corporate communication**

- Definition of corporate communication strategy
- Synergies between corporate objectives and branding
- How to apply the right communication strategy to an ECA

## **Insurance products: how to promote and manage the communication?**

- Insurance as a customer-centric industry
- The road is not always on the map: each product may require a different approach
- Claim management: basic information on customer care

## **Marketing communications**

- Compelling business proposition: communicating values
- Effective tools: the use of storytelling to make your client speak for your business
- Direct emailing and newsletters
- Event management and sponsorships
- Reporting and results: Annual Report, Financial Statements, etc.

## **Media Relations & Digital PR**

- How to manage relations with the media
- Speaking points and speeches for management
- How to draft a press release
- Corporate websites, the first showcase for the business
- Netiquette and online reputation
- Social media and the business of an ECA: is it worth it?

# We are

---

SACE is a leading provider of financial solutions, supported by a range of trade finance, political and credit risk insurance as well as financial guarantees. With over € 87 billion of outstanding commitments, we serve more than 25,000 business customers, facilitating access to commercial & bank financing in 198 countries worldwide. Since 2004 we have been providing advisory services, consultancy and training on topics relevant to ECA's activities, financial and multilateral institutions and sharing best practices and know-how to enhance mutual understanding and cooperation.

## Beyond traditional advisory services

We believe that sharing best practices and know-how enhances mutual understanding and facilitates cooperation amongst players active in trade finance. Our training services cover a variety of areas and topics and are provided by highly qualified professionals and executives at client premises or in SACE's Rome office. Advisory services are offered through various modalities in order to meet the respective needs of the counterparties, namely:



standardised formulas of workshops on specific topics



tailor-made advisory and assistance for new business/product/activity development















consultancy on the set-up of ECAs, including assistance to governments and supervisory authorities

## Other training modules you could be interested in

- Corporate and Bank Risk Assessment
- Country Risk Analysis
- Risk Management and Monitoring
- International Regulation for Export Credit
- Project Finance
- Export Credit & Credit Insurance
- Environmental Impact Assessment
- Governance, Corporate Strategy, CSR and Internal Auditing
- Factoring and Trade Finance
- Customer Relationship Management

## Among our customers

|  |   |   |  |
|--|---|---|--|
|  <p>КазЭкспортГарант</p> <p>KECIC</p> <p>2006<br/>Kazakhstan</p>                                  |  <p>EXIM<br/>THAILAND</p> <p>THAIEXIM</p> <p>2006<br/>Thailand</p>             |  <p>Expert Guarantee Fund Of Iran</p> <p>EGFI</p> <p>2007, 2008, 2011<br/>Iran</p>   |  <p>HBOR</p> <p>HBOR</p> <p>2008, 2012<br/>Croatia</p>                            |
|  <p>EXIAR<br/>EXPORT INSURANCE<br/>AGENCY OF RUSSIA</p> <p>EXIAR</p> <p>2011, 2013<br/>Russia</p> |  <p>ICIEC</p> <p>ICIEC</p> <p>2009, 2013, 2014<br/>Saudi Arabia</p>            |  <p>المؤسسة العربية لضمان<br/>الاستثمار واتئمان الصادرات<br/>The Arab Investment &amp; Export<br/>Credit Guarantee Corporation</p> <p>DHAMAN</p> <p>2014<br/>Kuwait</p> |  <p>BANCOMEXT<br/>Banca de Desarrollo</p> <p>BANCOMEXT</p> <p>2015<br/>Mexico</p> |
|  <p>белагропромбанк</p> <p>BELAGROPROMBANK</p> <p>2015<br/>Belarus</p>                          |  <p>PARTNERSHIP<br/>FUND</p> <p>PARTNERSHIP FUND</p> <p>2015<br/>Georgia</p> |  <p>ECIC</p> <p>ECIC</p> <p>2015-2016<br/>South Africa</p>  |  <p>TURK<br/>EXIMBANK</p> <p>EXIMBANK</p> <p>2016<br/>Turkey</p>                |

## CONTACT US

For further inquiries about our advisory services and a tailored offer please visit [www.sace.it](http://www.sace.it) or contact us

SACE Headquarters

Piazza Poli, 37/42 | 00187 Rome – Italy

Tel: +39 02 434499206 | Email: [globalsolutions@sace.it](mailto:globalsolutions@sace.it)

sace simest   
gruppo cdp