

**COMMUNITY  
MANAGEMENT,  
PUBLISHING, AND  
COMMUNICATION  
TRAINING**



**LMI Company**  
L'énergie créatrice

# Program for Community Management Training

## Objectives of the training

The training consists of lectures and demonstrations of different skills accompanied by professional methodology and practical exercises to apply learned concepts to real scenarios. Throughout the training, there are multiple check-ins with the instructor and educational supervisor to insure the progress of the trainees and provide personal feedback when necessary. The student will develop and carry out various types of projects during this course. Community Managers are highly sought-after in all industries today.

# Program for Community Management Training

## **1 - COMBINE THEORY AND PRACTICE:**

Through knowledge of the different existing media and their different audiences, while learning to handle different communication tools.

## **2 - MANAGE THE TOOLS:**

The "latest generation" communication tools developing on social networks. Community management will make it possible to understand how these tools work and to ensure the updating of information on these media.

## **3 - LEARN EDITING TECHNIQUES:**

Editing techniques via specialized software such as Indesign in order to establish visuals and create communication media.

## **4 - LEARN TO MANAGE A BUDGET:**

Learn budget management in terms of communication, budget today imposing in each structure.