



Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza · 1122 Burnett St, Hatfield 0028 · Pretoria, Gauteng · South Africa

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COURSE BROCHURE

Gender Equality Communication Strategy Design and Implementation

Human and Social Studies / General Social Science

Unit Standard 254458 · NQF Level 6 · 8 Credits · 5 Days

COURSE OVERVIEW

This course equips learners with the skills to design and implement a communication strategy that actively promotes gender equality and women's empowerment within an organisation. Participants will learn to analyse organisational contexts, develop strategic messaging, and evaluate the impact of their communication initiatives.

Category	Human and Social Studies
Subfield	General Social Science
Unit Standard	254458
Accreditation	SAQA Accredited · NQF Level 6 · 8 Credits
Duration	5 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Analyse the organisational context to identify barriers and opportunities for gender equality communication.
- Design a comprehensive communication strategy that supports gender equality and women's empowerment.
- Implement the communication strategy using appropriate channels and stakeholder engagement.
- Evaluate the effectiveness of the communication strategy in achieving gender equality objectives.
- Apply ethical and inclusive communication principles to avoid gender bias and stereotypes.
- Demonstrate the ability to advocate for gender equality through strategic communication.

WHO SHOULD ATTEND

- This course is designed for communication practitioners, human resources professionals, diversity and inclusion officers, and managers responsible for developing or implementing gender equality strategies in their organisations.

COURSE OUTLINE

Day 1: Foundations of Gender Equality Communication

- Defining gender equality and communication
- Gender stereotypes and bias in communication
- Intersectionality and its impact on messaging
- Legal and policy frameworks (e.g., SA Constitution, CEDAW)
- Case studies of gender-unequal communication
- Introduction to inclusive language principles

Day 2: Strategic Planning for Gender Equality Communication

- Elements of a communication strategy
- Stakeholder mapping and audience segmentation
- Setting SMART objectives for gender communication
- Selecting channels: digital, print, face-to-face
- Message framing for different audiences
- Risk assessment and mitigation in gender communication

Day 3: Designing Inclusive and Effective Messages

- Principles of inclusive language
- Visual communication: images, symbols, and graphics
- Writing for different media: reports, social media, speeches
- Pretesting messages with target audiences
- Addressing resistance and backlash
- Ethical considerations in gender communication

Day 4: Implementation and Stakeholder Engagement

- Launching a communication campaign
- Facilitation skills for gender dialogues
- Handling difficult conversations and conflict
- Building partnerships with gender-focused organisations
- Monitoring tools: checklists, surveys, and dashboards
- Adapting strategies based on feedback

Day 5: Evaluation, Reporting, and Sustaining Change

- Evaluation frameworks: inputs, outputs, outcomes, impact
- Qualitative and quantitative indicators
- Writing evaluation reports and presenting findings
- Lessons learned and continuous improvement
- Institutionalising gender communication policies
- Action planning for ongoing implementation

ASSESSMENT & CERTIFICATION

Delegates are assessed through exercises and a final test. A mark of **50% or above** earns an **AATICD Certificate of Completion**, issued digitally with a unique verification code. This course carries **8 NQF credits** at **NQF Level 6**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 18,600.00	R 18,600.00
1	In-House	R 24,200.00	R 24,200.00
1	On-Campus (Pretoria)	R 27,900.00	R 27,900.00

UPCOMING SESSIONS

Start	End	Method	Venue
24 Aug 2026	28 Aug 2026	On-Campus	Victoria Falls, Zimbabwe
24 Aug 2026	28 Aug 2026	On-Campus	Bangkok, Thailand
24 Aug 2026	28 Aug 2026	On-Campus	Harare, Zimbabwe
24 Aug 2026	28 Aug 2026	On-Campus	Shenzhen, China
24 Aug 2026	28 Aug 2026	On-Campus	Durban, South Africa
24 Aug 2026	28 Aug 2026	On-Campus	Abu Dhabi, UAE
31 Aug 2026	04 Sep 2026	On-Campus	Shenzhen, China
31 Aug 2026	04 Sep 2026	On-Campus	Harare, Zimbabwe

Contact us if no suitable date is listed – on-demand sessions can be arranged for groups.

HOW TO GET A QUOTE OR APPLY

- 1. Get an instant quotation online:** visit www.aaticd.co.za, open the page for this course (Unit Standard 254458) and click **Get A Quote / Apply**. Select your training method and number of delegates – your quotation is generated immediately and emailed to you with the course brochure attached.
- 2. Apply by email:** send the course title, your preferred training method (Online, In-House or On-Campus Pretoria), the number of delegates and your preferred dates to apply@aaticd.co.za – our team will reply with a formal quotation.
- 3. Apply by phone or WhatsApp:** call +27 12 004 8389 or WhatsApp +27 65 077 6310 and we will prepare your quotation and reserve your seats.
- 4. Confirm your booking:** accept the quotation and settle the invoice. As soon as payment is confirmed your delegates are enrolled and receive their AATICD LMS login details by email, along with joining instructions for their chosen training method.

Group discounts apply automatically – the more delegates you enrol, the lower the price per delegate. No payment is required to request a quotation.

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