## Employee engagement: are you ready?

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icandi COMMUNICATIONS recently partnered with Melcrum, a leading UK-based internal communication research and training organisation, as a sponsor at the Melcrum Corporate Communication Management Summit held in Rosebank in early June.



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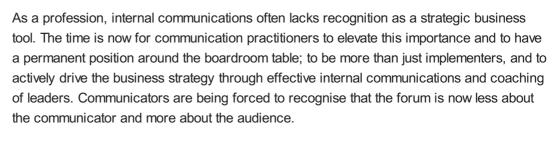
The conference highlighted the importance of internal communications, granting it the attention it deserves as a strategic business tool for driving business imperatives.

Informative presentations revealed case studies, proposed new mediums and shared a common thread: engage employee hearts and they will reward you with their dedication and loyalty. This trend is perfectly summed up in icandi COMMUNICATIONS' marketing portfolio book - "Beating Hearts Tell a Tale" - presented to each delegate that attended the conference.



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The book illustrates how company symptoms are treated with real, strategic and employee engaging solutions. More than just an outline of the company, readers are provided with insight into how we do what it is we do while demonstrating our strengths as communication strategists, and in implementing solutions with creative relevant design and messaging.





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icandi COMMUNICATIONS' deft knowledge of inside out research and prompt-to-action methodology is based on a decade of work and a list of blue-chip clients that include Nedbank, DBSA, KPMG and more.

Melcrum has supported and guided this industry for years and their visit to our shores makes for exciting times. As a respected knowledge source, icandi COMMUNICATIONS has proudly nurtured a relationship with Melcrum that has spanned eight years, and looks forward to a lasting partnership with them in the future as we continue to engage, participate with and be involved in the power of internal communications.

icandi COMMUNICATIONS. Results driven communication from the inside out.

Don't hesitate to get in touch with the inside out communication specialists. Your employees are the best ambassadors you have. We will enhance that power and be the clincher in your brand building efforts.

- \* Brand love, from the inside out 14 Feb 2024
- " Is 2024 the year we unlock Alnternal Communications? 17 Jan 2024
- \* How to draft craft an annual report 20 Jun 2023
- \* Tell or sell how website storytelling goes beyond selling 8 May 2023
- "Can your EVP drive work-life integration in 2023? 23 Mar 2023

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icandi CQ is a 31% Black Woman Owned, Level 2 B-BBEE strategically driven full-service digital brand, communication and employee experience agency.

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