



## PRESS RELEASE

### Why is the company communicating?

The company is a living organization. As such, it is not only defined by the products or services it offers but it is also defined by the image it refers internally and externally. It must meet the expectations of its internal public and its external audiences, which represent all of its stakeholders.

It must assert itself publicly, and promote its civic identity, its values and its culture in order to convey a differentiating image in the face of competition. The company is thus forced to communicate with all of its stakeholders with whom it is interacting. The question is no longer why communicate but how to adapt its communication to these different issues and multiple audiences?

Internally, communication aims to motivate and federate employees around a collective project and to ensure a balance between demand and supply of information in the organization. It is based on establishing and maintaining a dialogue, the desire for transparency, clarity, pedagogy, speed, long-term commitment and anticipation.

Through its actions, it contributes to forging a strong and valued identity of the company, to help the emergence of a new mode of management and to reinforce the individual reactivity and the collective solidarity.

This topic will be the only theme of World Quality Day to be celebrated this year on 08 and 09 November 2018, at the El Mouradi Gammarth - TUNIS Hotel.

The first day will be dedicated to companies to present their communication project or any communication policy already in place to share the experience of companies in this field. The second day will be a plenary day animated by Tunisian and foreign experts on company communication.

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