



Strategic Communications

Your measure of success may be based on developing relationships with various key stakeholders. Respect and exceptional customer service go a long way towards maintaining successful relationships. But the ability to clearly, concisely, precisely and effectively communicate with clients and other stakeholders is paramount to your success.

In this practical workshop we explain the theory behind the components of communication with various stakeholder groups including clients, affiliates, staff, media, sponsors, broader business community, etc. We will lead you through the process of developing effective communications strategies for your business. We also include a tailored action plan to ensure that your communications strategy is implemented easily and effectively. The strategies we suggest for continuous monitoring and measuring results will ensure that you are able to respond to your clients' evolving needs.

This session will allow you to develop a communications strategy that will suit the needs of your business and your clients and will facilitate ongoing client engagement with all the segments of your client base.

Communications Principles

- Components of effective communication
- Key messages
- Implementing communications strategies and plans
- Monitoring and measuring your success

Communications Strategies

- Direct communication
- Indirect communication
- Tools and resources
- Key messages for clients and other stakeholder groups
- Publications
- Printed communications
- Electronic communications
- Interactive forums – events, focus groups, seminars
- Interactive on line forums - blogs, podcasts
- Media
- Surveys

Workshop Outcomes

- Communications plan for the next 12 months
- Methods of engaging clients and staff outlined
- Strategies for effective communication outlined
- Tools for ongoing monitoring and measurement

Conducted:	On your premises
Attendees:	Up to 12 staff and managers
Time:	7 hours
Investment:	\$5,000 + GST
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