

COMMUNICATION STRATEGY WORKSHOP

OBJECTIVE

- Clear communications strategy across Owned, Managed, Earned, Paid & Partnered

OUTPUT

- Comms Strategy
 - Proposition
 - Communication Principles
 - Channel Architecture
- Plan-on-a-page

DATE - X

TIME - X

WHERE - X

FACILITATOR - Russ Mitchinson, Founder at Rebel Angel Strategy

WHO

1. X
2. X
3. X

PRE-WORK

What is the key problem to solve/biggest opportunity?

1. Owned Digital channels
2. Managed / Social channels
3. Earned
4. Paid – Digital advertising
5. Partnered

When?	What?	How long?	Who?
1.00	<ul style="list-style-type: none"> ◆ Welcome ◆ Agenda 	10 mins	Russ
1.10	<ul style="list-style-type: none"> ◆ Marketing Priorities? <ul style="list-style-type: none"> ◦ Goals? 	10 mins	X
1.30	<ul style="list-style-type: none"> • What is our key Problem to solve? <ul style="list-style-type: none"> ◦ Owned 	30 mins	X

	<ul style="list-style-type: none"> ○ Managed ○ Earned ○ Paid ○ Partnered 		
2.00	Break	10 mins	ALL
2.10	<ul style="list-style-type: none"> • What is the Proposition? <ul style="list-style-type: none"> ○ What is our one cohesive story? • What is a clear Channel Architecture? <ul style="list-style-type: none"> • What is the Role of this Channel? <ul style="list-style-type: none"> ○ Owned ○ Managed ○ Earned ○ Paid ○ Partnered • What is the key Messaging per Channel? • What are our Communication Principles? 	30 mins	ALL
2.40	Break	10 mins	All
2.50	How does this all fit on one-page?	20 mins	Russ
3.10	<p>What is the Measurement Plan?</p> <ul style="list-style-type: none"> • to ensure this Strategy has been effective in market 	10 mins	Russ
3.20	<p>Next steps</p> <ul style="list-style-type: none"> • Comms Strategy Preso • Plan-on-a-page 	5mins	Russ
3.25	Close	5 mins	X

MATERIALS

- ◆ Butchers paper x1
- ◆ Water, Coffee & Tea x7
- ◆ Pens x9
- ◆ Posit-it notes x9