

# Communications background

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Central Europe Programme  
Communications Seminar

Vienna

14-15 May 2009

# Why are we here?



- To learn about of the principles of strategic communications
- To develop practical ideas and applications for communications at the beginning phase of a project

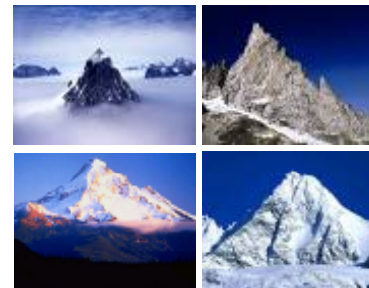
# Background



- Communication is integral to the Central Europe programme
- Show those who benefit and those who make funding decisions
  - Evidence of success
  - Value for money
- Show that interregional cooperation is an important tool



# What do we do?



## Media



## Communications



# PR and marketing



Advertising

- A boy dresses well to impress a girl

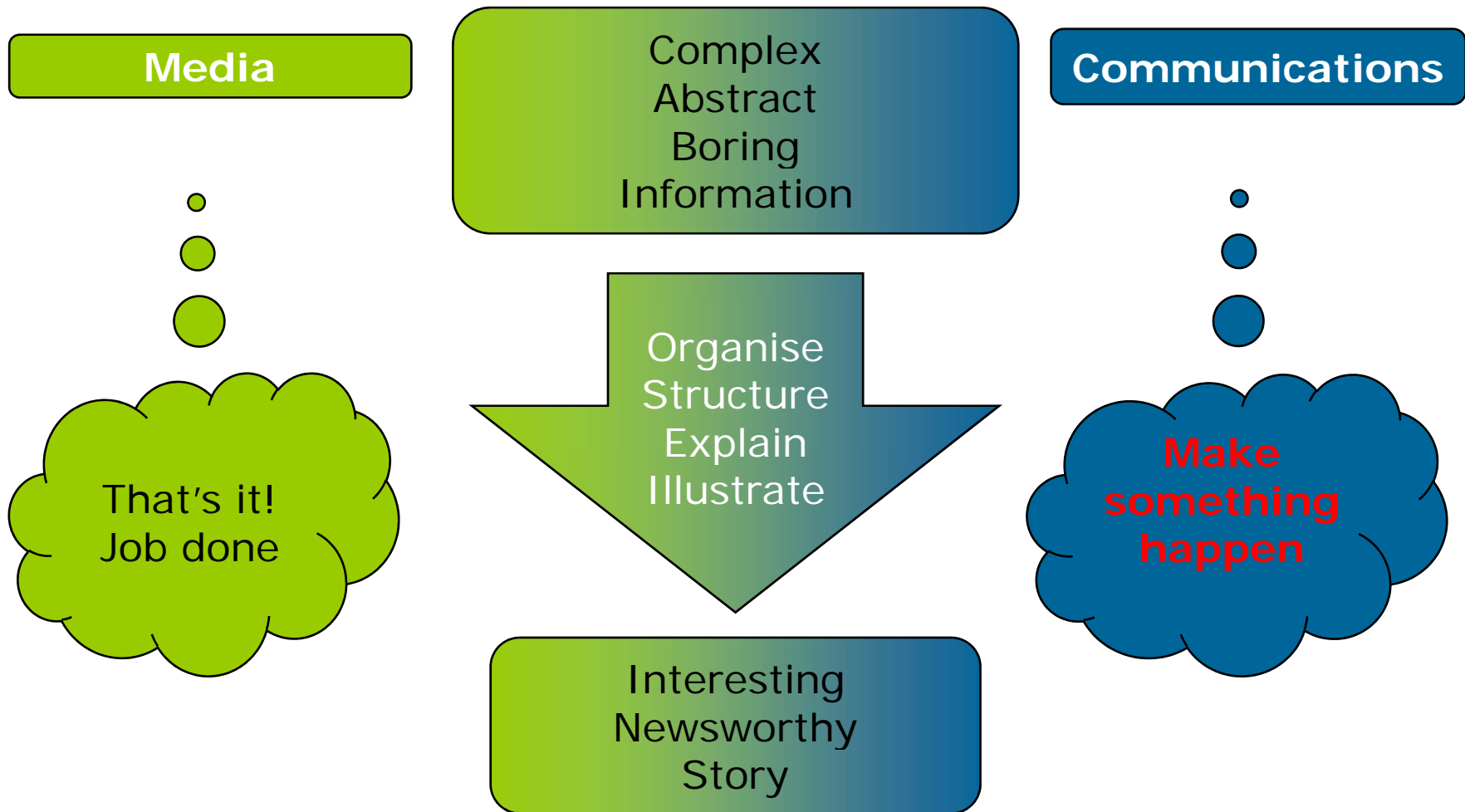
Marketing

- A boy calls a girl and tells her how wonderful he is

Public relations

- A girl calls a boy because she heard from others how wonderful he is

# PR and the media



# Audiences workshop



Keynote speech  
at an international  
conference  
on regional  
development

After-dinner speech  
at a chamber of  
commerce for a  
medium sized town  
in Western Europe

# Messages



- Focus, condense, eliminate

Message mathematics:

$$9 \times 1 = 0$$

$$3 \times 3 = 3$$

Few & distinctive  
Clear, concise, simple  
Relevant, interesting  
Consistently repeated



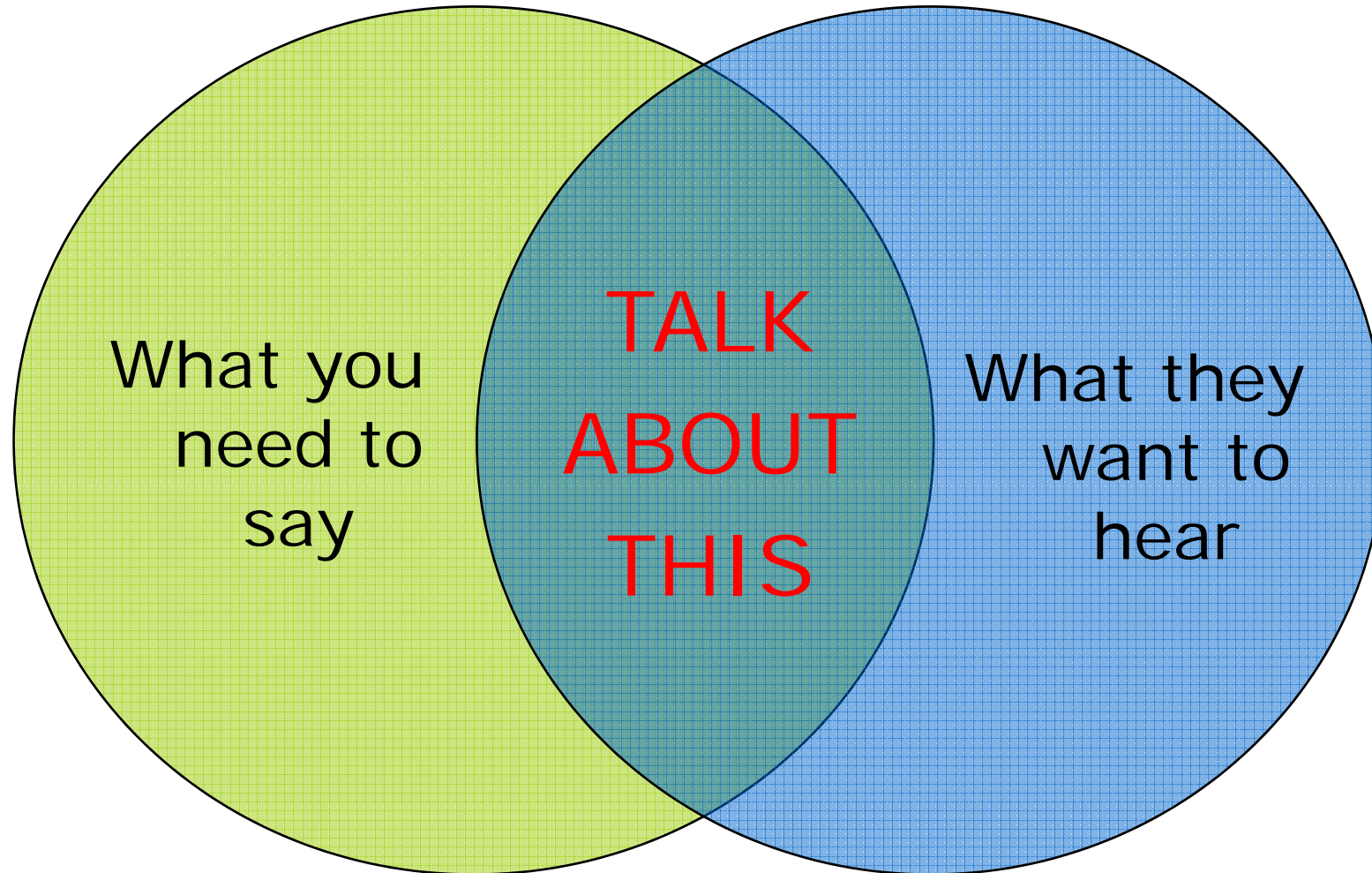
# Spot the message



Visit Brussels:  
the mind, heart  
and soul of Europe

Brussels is a  
versatile tourist  
destination with  
something for all  
the family, from  
world-class art and  
culture to excellent  
food and night life

# Intersecting worlds



# Break

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# PR Strategy

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# Strategy



- 10 key steps to strategy development
- Step 1-5 will be done in this workshop
- Step 6-10 will be done in the PR strategic action planning workshop

# Communication strategy



**Strategy is a driving force in any business or organisation. It's the intellectual force that helps organise, prioritise and energise what they do.**

**No strategy; no energy.**

**No strategy; no direction.**

**No strategy; no momentum.**

**No strategy; no impact.**

**Jim Lukaszewski**

*A leading international PR expert from the United States*

# Step 1



- Identify issues and policy priorities that are relevant for your project

# Step 2

- Identify key stakeholder audiences



# Workshop I



## **Stakeholder identification:**

- List every stakeholder group or individual whose actions, perceptions or opinions are relevant to the key issues or policy priorities of your project

# Step 3



- Conduct research
  - **Familiarity:** how much do stakeholders know about your project or key issues?
  - **Favourability:** do they feel positive, neutral or negative about it?
  - **Opinion drivers:** what do your stakeholders feel most strongly about?
  - **Channels of influence:** which sources and channels of information do they use and trust?

# Step 4



- Define your project's communications goals:
  - **Raising awareness** of an issue, policy, programme or activity
  - **Changing opinion** among key stakeholders
  - **Changing behaviour** among key audiences

# Workshop II



- Identify the communications goals for your project

# Step 5



- Map stakeholders:
  - Influence/interest grid
  - Familiarity/favourability grid

# Lunch

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