

Strategic action planning

Central Europe Programme
Communications Seminar

Vienna

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EUROPEAN UNION
EUROPEAN REGIONAL
DEVELOPMENT FUND



Strategy covered so far



- **1:** identify issues & priorities for your project
- **2:** identify key stakeholders
- **3:** research
- **4:** communications goals
- **5:** stakeholder mapping



Step 6



Create messages:

- 3 key project messages
 - What does your project do?
 - Why is it doing it?
 - Why is this important?
- Tailor messages for your stakeholders
 - Message/audience matrix



Message / audience matrix

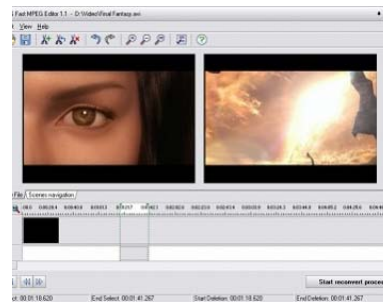


Stakeholder audience	Think now	Should think	Basic message	Proof
Local council officials				
Users of public transport				
Parents of children in primary school				
DG Regio officials				

Step 7



- Choose your communications channels to fit your audiences:
 - Business people
 - Professional people
 - Younger people
 - Etc.



Workshop I



Create an outline channel strategy:

- List **5-10 media & non-media channels** that are likely to be most effective in connecting your project's priority issues to your key stakeholder audiences. For each channel, give a brief explanation of why it will work.

Step 8



- Identify which tactics you'll use



Workshop II

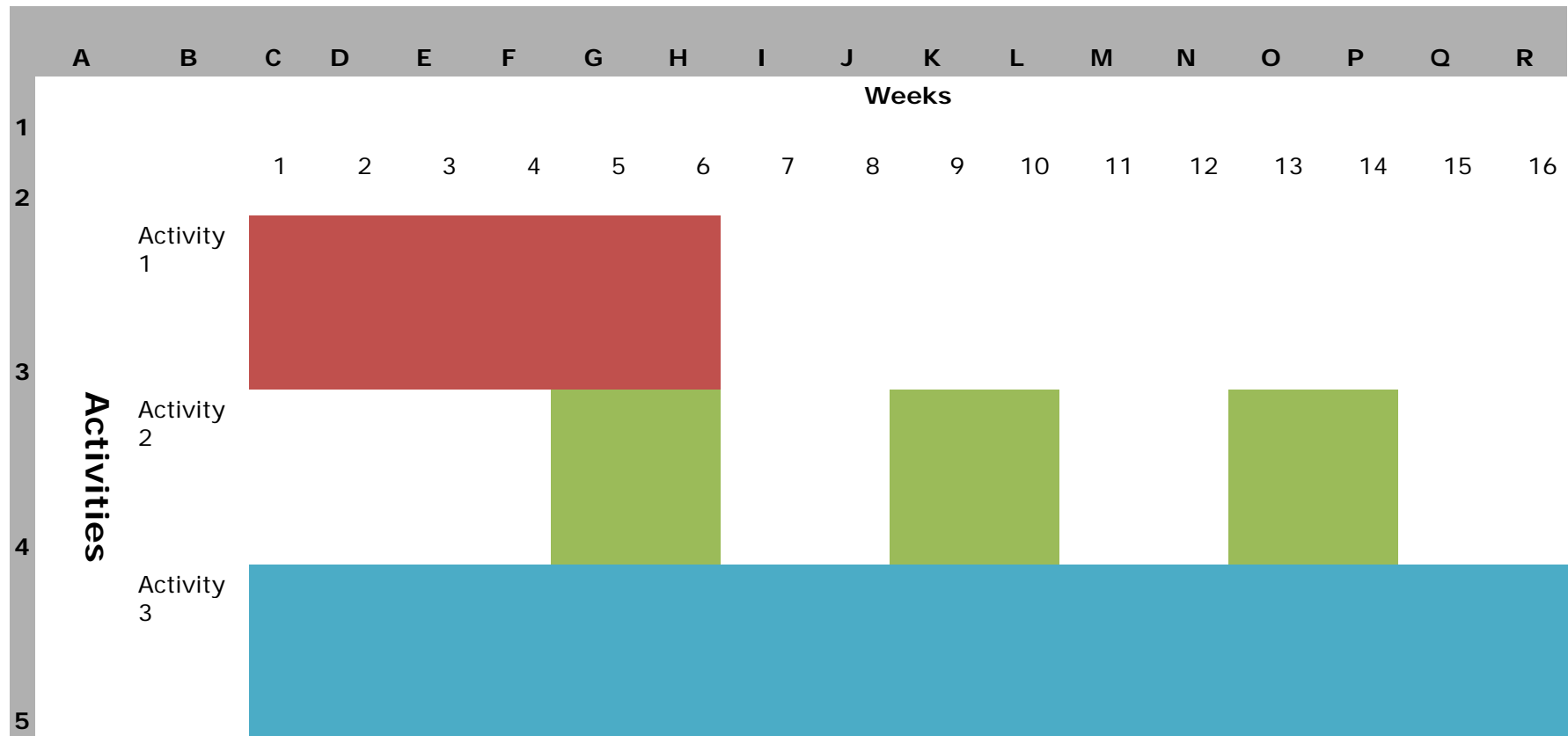
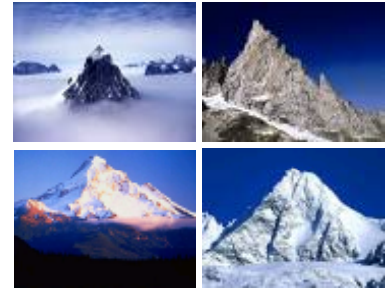


Tactics:

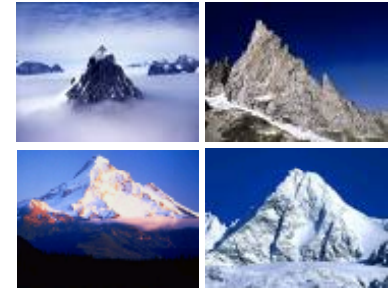
- Brainstorm a big list of ideas
- Prioritise and reality check against human capacity and budget



Step 9: strategic action plan



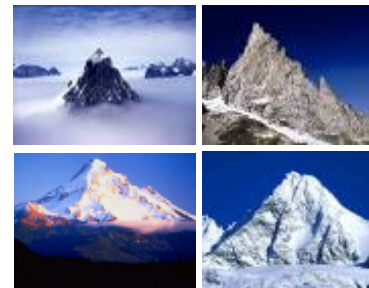
Workshop III



- Complete a strategic action plan for your project's communications activities



Step 10



- Implement, evaluate and update

