

From Chaos to Clarity

How to build a strong communications plan that achieves organizational goals.



Watch this case study video →

We'll refer to this case study throughout this presentation. You might be building a communications plan for a specific event like this or for the calendar year or for something in between. This is intended to serve as an example to provide grounding for the guidelines and examples that follow.



Communications Plan ...

1. What it is

**2. Why you should
have it**

3. How to do it

1. So, what is a communications plan?



Communications plans define ...



What



Who



When



Where



How

2. Why should you have a communications plan?





Strong communications can help achieve short-term and long-term business and marketing goals.

Making your work more efficient and effective.

And most important, help you and your organization focus.

A communications plan helps you ...

- Identify and keep stakeholders informed
- Grow advocates and support for your initiative
- Create a support/feedback/process for input at key touchpoints
- Achieve your overall organizational and marketing goals



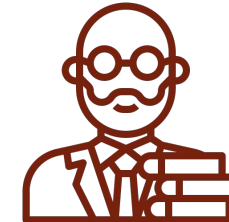
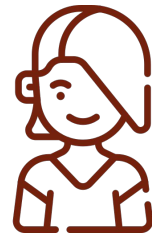
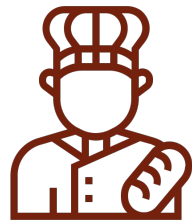
3. How do you make a communications plan?



I. Set your objectives.

	Objectives	KPIs
Organization	Bring visitors to the state.	<ul style="list-style-type: none">• Revenue• Number of visitors
Marketing	Increase awareness and improve perceptions.	<ul style="list-style-type: none">• Paid performance metrics• SMARI• Travel search data
Communications	Build relationships with reporters. Ultimately, earn media coverage.	<ul style="list-style-type: none">• Number of attendees• Journalist interest

2. Know your audiences.



Let's go. →

2. Know your audiences.

	AUDIENCE	AUDIENCE	AUDIENCE
Who they are ...			
Motivated by ...			
Focused on ...			
Awareness ...			
Need to know ... (KEY MESSAGE)			

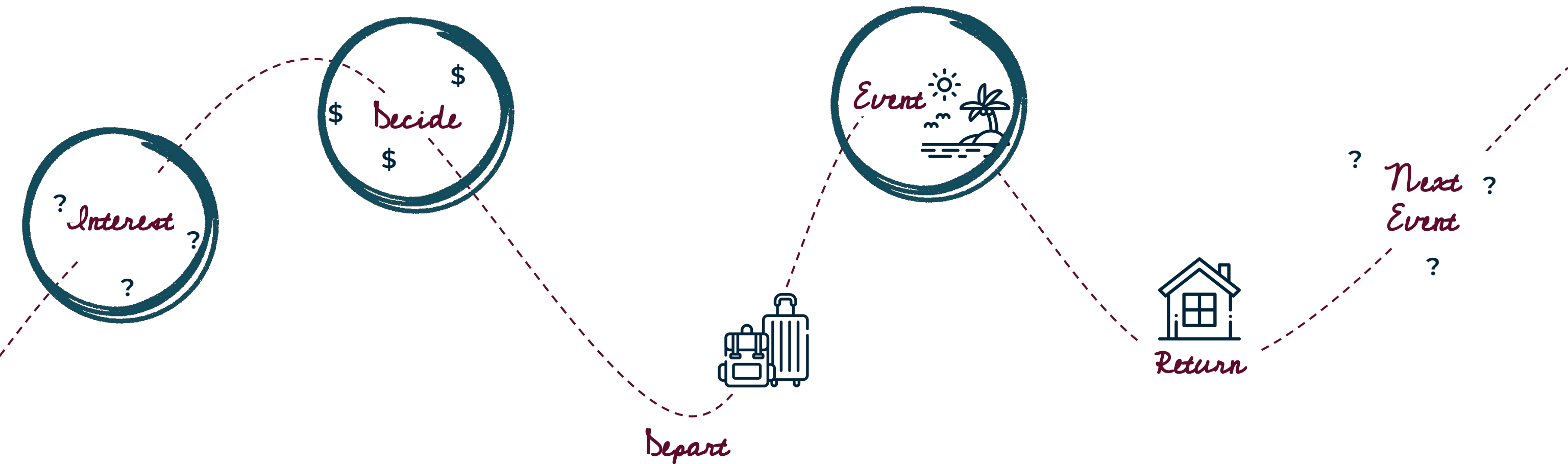
Example exercise

2. Know your audiences.

	JOURNALISTS	AUDIENCE	AUDIENCE
Who they are ...	Journalists in NYC who write about travel		
Motivated by ...	Unique angles		
Focused on ...	Food, Wine, Outdoor, Travel/Culture		
Awareness ...	Varied, low for most		
Need to know ...	What's relevant to their audience		

3. Identify your moments of communication.

When does it make the most sense to talk to your audience?



4. Confirm your communications tools.

Paid	Earned	Shared	Owned	Meetings
<p>Consider:</p> <p>Print, OOH, digital, social</p>	<p>Consider:</p> <p>Journalists and content creators</p>	<p>Consider:</p> <p>Instagram, Facebook, LinkedIn, YouTube</p>	<p>Consider:</p> <p>Instagram, Facebook, LinkedIn, YouTube</p>	<p>Consider:</p> <p>Opportunities to connect face-to-face</p>

Example exercise

4. Confirm your communications tools.

Paid	Earned	Shared	Owned	Meetings
n/a	n/a	n/a	<div>Email — connect with journalists, SMEs and stakeholders</div> <div>Event landing page — more details for journalists</div>	Connect with SMEs and stakeholders

Put the Plan Together
Magic!



Event Communications Plan & Cadence

Channel	Audiences	Timing					
		January	February	March	April	May	June

Example exercise

Event Communications Plan & Cadence

Channel	Audiences	Timing					
		January	February	March	April	May	June
Email	Journalists			???	\$\$\$	☀	
	Stakeholders						
	SMEs						
Event Landing Page	Journalists						
	Stakeholders						
	SMEs						
Meetings	Journalists						
	Stakeholders						
	SMEs						

In review ...

1. Set objectives
2. Know audiences
3. Identify moments of communication
4. Confirm communication tools

What Comes Next



**Key
messages**

**Make the
things**

**Put it
out there!**

**Measure
and
optimize**

Tools for Creating a Comms Plan





[View Presentation](#)

Creating your comms plan

1. Set objectives
2. Know audiences
3. Identify moments of communication
4. Confirm communication tools

Confirm your communications tools.

Paid	Earned	Shared	Owned	Meetings

Know your audiences.

	AUDIENCE	AUDIENCE	AUDIENCE
Who they are ...			
Motivated by ...			
Focused on ...			
Awareness ...			
Need to know ... (KEY MESSAGE)			



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*The Noble Pursuit
of Possibility.*