



**COMMUNICATION STRATEGY  
WORKSHOP**



# **AGENDA – DAY 1**

**I. COMMUNICATIONS STRATEGY + MESSAGES**

**II. STAKEHOLDER MAP & TARGET AUDIENCE**

**III. COMMUNICATION TOOLS**

**IV. COMMUNICATION PLANNING**



**COMMUNICATION STRATEGY + MESSAGE**

# INTRODUCTION TO COMMS STRATEGY

## PREDICTABILITY



## ADAPTABILITY



**WHAT YOU  
DO?**

**STRATEGY  
APPROACH**

**WHAT YOU  
TELL?**

**WHAT THEY  
THINK  
ABOUT  
YOU?**

# STRATEGY APPROACH



# STRATEGY APPROACH



**STAKEHOLDER  
MAP**

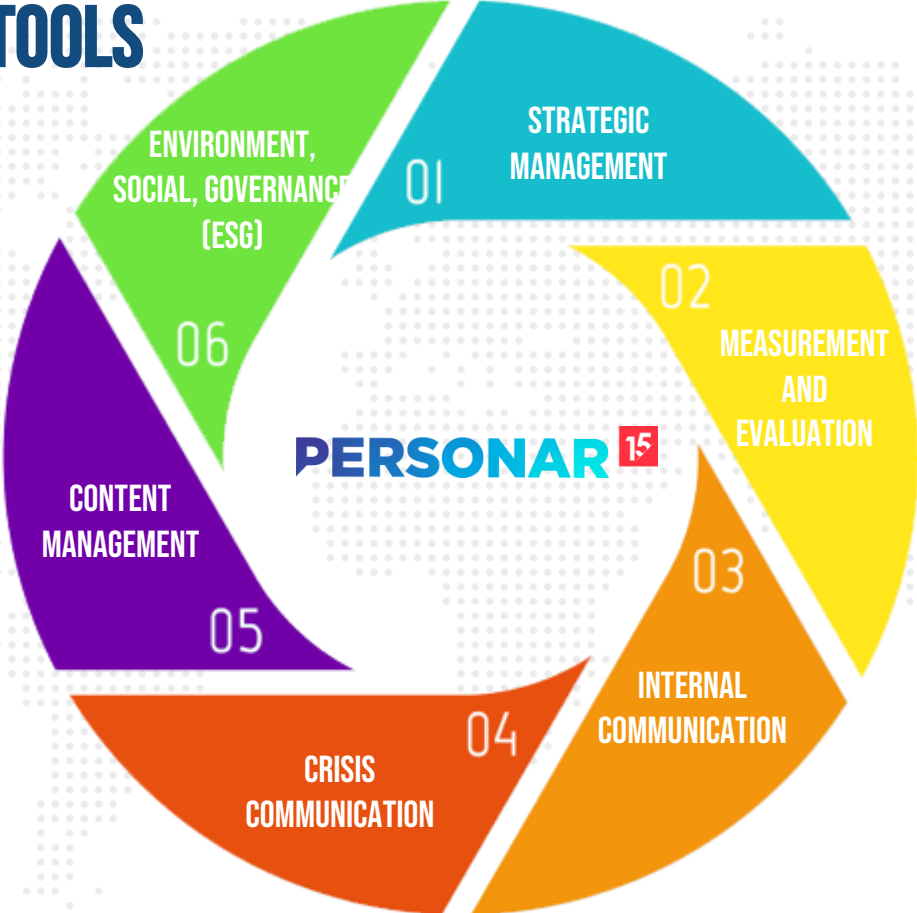
**COMPETITORS**

**CHANNELS**

**CREATIVITY,  
CONTENT**

**MEASURE,  
ANALYSE**

# STRATEGY TOOLS



**TARGET  
AUDIENCE**

**STRATEGY**

**CHANNELS**

**MESSAGES**



# **MESSAGING**

- **STORYTELLING**
- **ELEVATOR PITCH**
- **GROUPWORK**



# **STAKEHOLDER MAP + TARGET AUDIENCE**

A stylized world map composed of a grid of small dots, rendered in a light blue color. The map is centered on the Atlantic Ocean. The text labels for various stakeholder groups are overlaid on the map. The overall design is clean and modern, with a dark blue triangle in the top-left corner and a light blue triangle in the bottom-right corner.

# **STAKEHOLDER MAP**

**INTERNAL AUDIENCE**

**REGULATORS**

**OWNER/FUNDER**

**CLIENT/CUSTOMER**

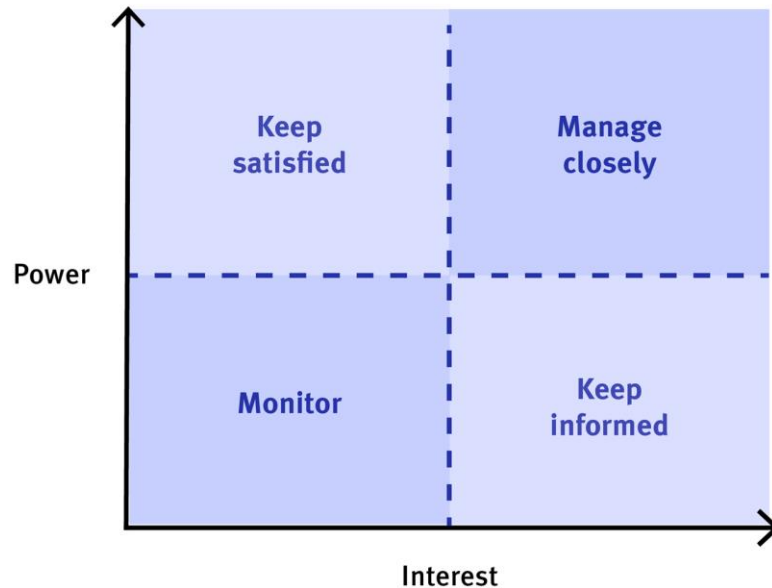
**MEDIA**

**SUPPLIERS**

**COMPETITORS**

# STAKEHOLDER MAP

## The Power-Interest Matrix



# TARGET AUDIENCE - PERSONAS



**COREY R.  
COOL**

35  
Single  
Restaurateur  
New York

## BIO

Corey is a foodie who owns a small restaurant, but wants to grow and do things well. He wants to promote his business, but has little budget for it. He believes that good communication is essential to reach your potential audience and to be able to fill his restaurant with more and better customers every day.

*"Eat an experience"*

## USER PERSONA

### GOALS

- Publicize his restaurant
- Communicate in the best way
- Focus his your main objective: the restaurant's service and food.

### SKILLS

SKILL 1



SKILL 2



SKILL 3



### FRUSTRATIONS

- Not knowing how to design
- Not having time to design
- Not having a budget for these designs

### MOTIVATIONS

- Create menu designs, offers and promotions for his restaurant
- Affordable alternatives for creating these designs
- Used this User Persona example template for his business. Customized it online in the graphic editor EDIT.org"

# MESSAGING



**PROBLEM**

**SOLUTIONS**

**CALL-TO-ACTION**

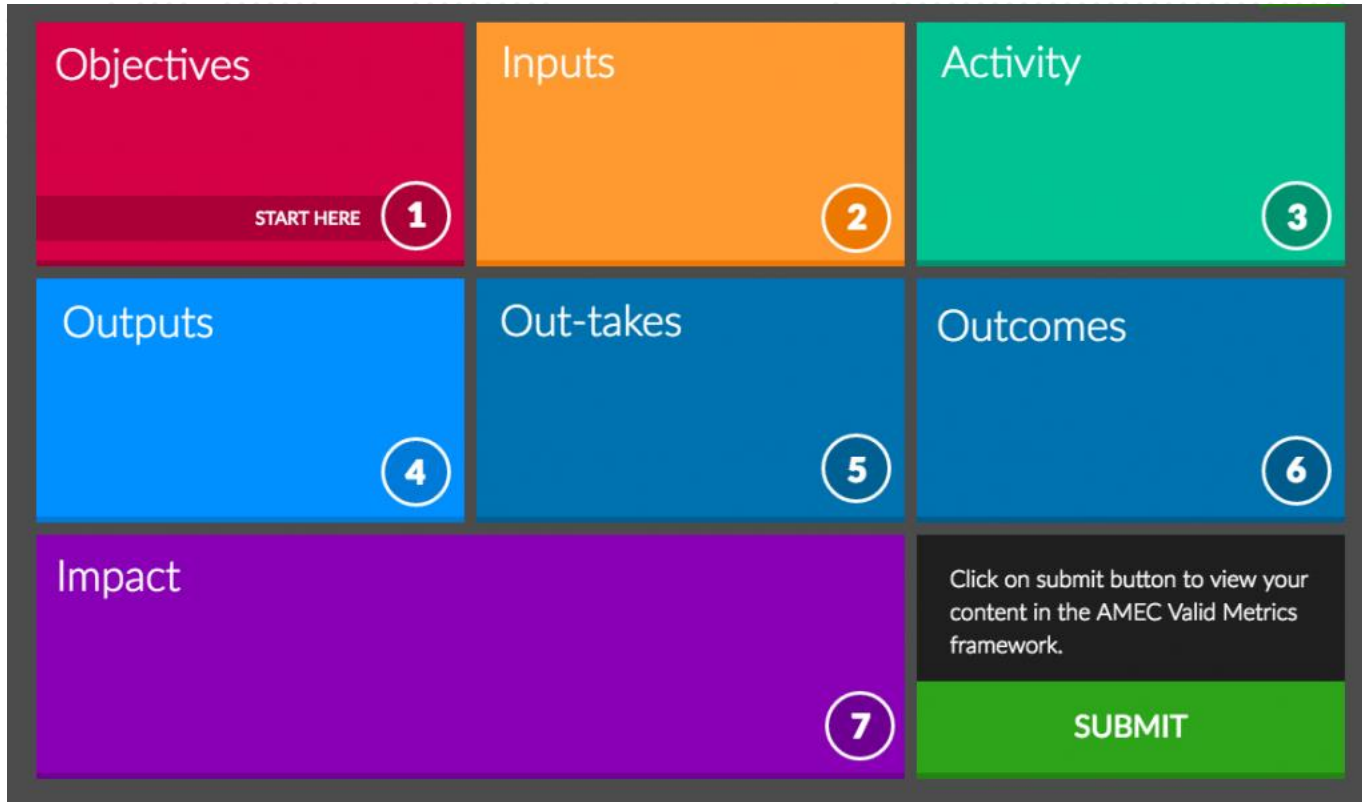


# COMMUNICATION TOOLS



# **COMMUNICATION PLAN**

# MEASUREMENT





## **COMMS ONE-PAGER**

- **PROJECT TARGET**
- **COMMUNICATION TARGET**
- **STAKEHOLDER/TARGET AUDIENCE**
- **MESSAGES**
- **CHANNELS**

## **COMMUNICATION PLAN(NING)**

- **LIST OF ACTIVITIES FOR THE NEXT 3 MONTHS**