

Communication Strategies



Stakeholder Communications Plan.

Workshop Aim

- To develop a “Stakeholder Communication Plan” using a step by step approach





Workshop Objectives

- Identify your communication objectives
- Identify your key stakeholders.
- Allocate a priority rating for communicating with your stakeholders.
- Determine your stakeholders' expectations
- Determine key messages for stakeholders based on an understanding of your brand.
- Identify the best communication channels and tactics.
- Identify responsibilities and costings.
- Develop a framework for communication planning.



Why have a communications plan?



- Support your organisation to achieve it's stated goals and objectives.
- Support or improve your operational effectiveness.
- Support or improve your relationships with those who are important to your success.
- Deliver measurable results to your organisation.



What a Stakeholder communications plan isn't:

- It is not a Marketing Plan!
- It is not a Sponsorship Plan!
- It is not a Business Plan!



What it is:

It is primarily a public relations plan

Planning Template, 8 steps:



1. Defining and prioritising key stakeholders.
2. Setting communication objectives
3. Identifying Stakeholder expectations
4. Setting key messages for your organisation
5. Developing effective communication tactics
6. Allocating budget and responsibilities
7. Developing the communications calendar
8. Assessing results and adapting the plan



Step 1: Defining and prioritising your Key Stakeholders

1. Highest priority: most likely to receive time, resources and budget.
2. Strong priority: Will need to give attention to their communication needs.
3. Lesser priority: Still need to communicate but less attention than 1 or 2
4. Low priority: May get some general communications



Step 2: Setting Communications Objectives.

- Objectives must clearly support your organisations goals.
- Objectives need to be SMART.

The best way to work out your objectives is to ask,
a year from now what do we want to have achieved from a communications point of view, that will support our organisation achieve its goals?



Step 3 Identify Stakeholder Expectations

To communicate effectively with your stakeholders you need to know;

- How they view your organisation
- What they want from your organisation

This will assist you with targeting communication strategies that meet stakeholder needs



Step 4: Setting Key Messages for the Organisation

- What are the most important things you want people to understand about your organisation?
- What is your organisation going to achieve this year or in the years ahead?
- What projects, initiatives or events are going to be the focus this year?

Use repeatedly in your communications



Step 4: Key Messages for each stakeholder group.

Stakeholder	P	Issues/expectations	Key messages
Sports Media	1	<p>Don't view X as a serious sport and don't cover it.</p> <p>Do not have a working relationship with X NZ.</p> <p>Satisfaction rate N/A</p>	<p><u>SPECIFIC</u></p> <p>X is a fast growing sport with 7,000 members playing.</p> <p>Media enquiries please contact Bill Bird X sports NZ manager.</p> <p><u>Overriding Messages:</u></p> <p>New national body with International recognition,</p> <p>Need sponsors to attend worlds championships.</p>
Coaches	1	<p>Wants better communication from national body.</p> <p>Wants input into national team selections.</p> <p>Wants to see the sports profile lifted.</p> <p>Satisfaction rate 2</p>	<p><u>SPECIFIC</u></p> <p>All coach communication posted on website.</p> <p>Selection panel consists of a coach representative.</p> <p>Media plan in place to raise profile.</p> <p>Plus Key Messages</p>



Step 5: Developing communications tactics for each stakeholder group.

Stakeholder	P	Issues/expectations	Key messages	Tactics
Sports Media	1	<p>Don't view X as a serious sport and don't cover it.</p> <p>Do not have a working relationship with X NZ.</p> <p>Satisfaction rate N/A</p>	<p><u>SPECIFIC</u> X is a fast growing sport with 7,000 members playing.</p> <p>Media enquiries please contact Bill Bird X sports NZ manager.</p> <p><u>Overriding Messages:</u> New national body with International recognition, Need sponsors to attend worlds championships.</p>	<p>Develop list of sports and general media contacts.</p> <p>Identify any existing relationships.</p> <p>CEO to visit key journalists and include on our distribution list for our magazine.</p> <p>Send media releases, follow up with calls when, New sponsors get involved International accreditation National team names etc:</p> <p>Invite sport reporters to have a go at celebrity matches</p>



Step 6: Allocating budget & responsibilities.

Stakeholder	P	Issues/ expectations	Key messages	Tactics	Who	Budget
Sports Media	1	<p>Don't view X as a serious sport and don't cover it.</p> <p>Do not have a working relationship with X NZ.</p> <p>Satisfaction rate N/A</p>	<p><u>SPECIFIC</u> X is a fast growing sport with 7,000 members playing. Media enquiries please contact Bill Bird X sports NZ manager. <u>Overriding Messages:</u> New national body with International recognition, Need sponsors to attend worlds championships.</p>	<p>Develop list of sports media contacts. Identify any existing relationships. CEO to visit key journalists and include on our distribution list for our magazine. Send media releases, follow up with calls when new sponsors get involved International accreditation National team names etc: Invite sport reporters to have a go at celebrity matches</p>	BB	\$0
					ST	\$2,500
					BB	\$150
					ST	\$100



Step 7: Developing a communications calendar

	<u>Jan</u>	<u>Feb</u>	<u>Mar</u>	<u>Apr</u>	<u>May</u>	<u>Jun</u>	<u>Jul</u>	<u>Aug</u>	<u>Sep</u>	<u>Oct</u>	<u>Nov</u>	<u>De</u>
Website												
Media												
CEO news												
National conference												
Events calendar												
Member News letter												
Coaches forum												
Celebrity match												




Step 8: Assessing and Adapting.

- **Conduct some in-person interviews.**
- **Key stakeholder forum or session.**
- **Collect news clippings**
- **Include a survey in your newsletter.**
- **Develop an on line survey.**



COMMUNICATION

Tactics cheat sheet:

Tactic	Positives	Things to note
<p>Website</p>	<p>Great information resource. Accessible 24/7 Secure sections for member information only. Can run surveys, competitions and transaction services.</p>	<p>Expensive for initial set up. Need a site you can update easily yourself. Can be time-intensive. Must be updated if you want people re-visiting</p>
<p>Online newsletters</p>	<p>Fast & easy dispatch. Cheaper than printing & posting. Can easily be forwarded to other interested parties.</p>	<p>Need to keep e-mail lists updated. Should be short and well written. Can be viewed as spam. Must print out to take away.</p>
 <p>Advertising</p>	<p>Total control of message. You choose what magazine or brochure.</p>	<p>Can be expensive. Badly written or designed will be not noticed or effect the way you are perceived.</p>

SUPPORT FROM SPORTS TASMAN

- The Sport Tasman has offices in Nelson, Blenheim, Richmond, Motueka and Westport.
- You should never hesitate to ask for assistance with how to best implement this resource for your sport in your region.

We are here to help you.



Sport Tasman