Let’s clean the Balkans in one day!

The Essentials of Communication Planning

PR & Communication Awareness Workshop
Nada Serajnik Sraka
Rimske Toplice, 16 April 2011
Five Important Messages

1. Communication is the essential component of any project plan.
2. Careful and pro-active preparations pay off.
3. Mind the big picture!
4. The success depends on people.
5. Share good practices, but respect your local situation.
Communication

= is the essential component of every project
= many times underestimated, misunderstood
= is an instrument to support org.endevours
= helps to achieve changes
= might provoke a conversation in society

IMPORTANT: strategic + operational
Preparations pay off

Organisational structure – internal & external communication

Communicators (team) - part of organising committee

Roles, responsibilities, principles

Joint & coordinated activities between all partners

Communication infrastructure

Starting situation (where do we start from?)
Mind the big picture!

STRATEGIC PLAN
Aims
Stakeholders & publics
Communication Objectives
Issues & messages
Communication activities
Monitoring, Evaluation

TIME + PEOPLE + FINANCE + SUPPORT
STRATEGIC MANAGEMENT

AWARESS
UNDERSTANDING
CONCERN
COMMITEMNT
ACTION
BEHAVIOUR
The success depends on people

The campaign binds many groups of people: Organisers, enablers, motivators → take all the people with you

Success depends on audiences – how well do you know them?

Start from where they are!

Campaign is 'follow us', 'come with us' experience! → show how & engage!

What is there for me?
Same task, different situations + different approaches

<table>
<thead>
<tr>
<th>Similarities</th>
<th>Differences</th>
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<tbody>
<tr>
<td>happens on the same day</td>
<td>political &amp; institutional support</td>
</tr>
<tr>
<td>similar aims &amp; objectives</td>
<td>legal conditions &amp; constraints</td>
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<tr>
<td>unified main message &amp; logo</td>
<td>media landscape</td>
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<tr>
<td>examples of good practice</td>
<td>cultural backgrounds</td>
</tr>
<tr>
<td>experts' support</td>
<td>public attitudes &amp; opinion</td>
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<tr>
<td>similar expectations, fears</td>
<td>communication habits &amp; expertise</td>
</tr>
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</table>
“Effective campaigns are usually better executed by showing rather than arguing, by motivation rather than education, by mobilisation rather than accumulation of knowledge”.

Chris Rose
More on communication campaigns

Nada Serajnik Sraka: Komunikacijske kampanje. GV Založba, 2009
A. Gregory: Planning and Managing Public Relations Campaigns. Kogan Page 2010

www.kampanja.si
www.campaignstrategy.org