



The Essentials of Communication Planning

PR & Communication Awareness Workshop

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Let's clean the Balkans in one day!

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. endeavours
- = 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

AWARESS
UNDERSTANDING
CONCERN
COMMITMENT
ACTION
BEHAVIOUR

TIME + PEOPLE + FINANCE + SUPPORT
STRATEGIC MANAGEMENT



The succes 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

Similarities	Differences
happens on the same day	political & institutional support
similar aims & objectives	legal conditions & constraints
unified main message & logo	media landscape
examples of good practice	cultural backgrounds
experts' support	public attitudes & opinion
similar expectations, fears	communication habits & expertise



*“ 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

Chris Rose: How to Win Campaigns. Earthscan, 2008

www.kampanja.si

www.campaignstrategy.org

