

DEVELOPING EFFECTIVE COMMUNICATION PLANS FOR CORPORATE EVENTS

Women TIES

November 10, 2011

Monica D. Johns, MBA, PMP®

President and CEO

Clarity Management Consulting

Agenda

- ▣ Introduction, Objectives
- ▣ Communication Plan
- ▣ Media Outlets
- ▣ Interest Groups
- ▣ Tailor the Message
- ▣ Distribution: Timing and Frequency
- ▣ Social Media
- ▣ Q&A

Introduction

- ▣ Business owners frequently use events to market their businesses and organizations.
- ▣ Developing and executing an effective communication plan is critical for the success of your event.
- ▣ The plan doesn't have to be complicated.
 - It just needs to be executed consistently!

Introduction

- ▣ The key is to define a process and then follow it.
- ▣ Consistent communications provide an avenue for building relationships with your constituent groups, media contacts, and your network in general.

Objectives

- ▣ In this presentation, we will discuss a few components of a simple plan that you can use as a template for all of your activities.
- ▣ We will focus on these elements:
 - Identifying media outlets and interest groups
 - Tailoring the message for various groups
 - Timing and frequency of communications

Communication Plan

Not an exhaustive list, but some basic steps

- ▣ Prepare marketing text
- ▣ Create press release
- ▣ Prepare materials, such as brochures, as applicable
- ▣ Add information to blog, website, online calendar
- ▣ Identify media outlets and their deadlines
- ▣ Identify interest groups
- ▣ Identify partners who should also post/distribute
- ▣ Identify a timeline for distribution and execute accordingly, including frequent posts on Twitter, LinkedIn, and Facebook page

Sample Status Spreadsheet

Tasks

Status

Calendar@syracuse.com	Done (for hardcopy Post Std - sent in time for Autumntime special also)
YNN.com	Done; can be viewed online
syracuse.com/myevents	Done; can be viewed online
movers@cnybj.com	Done; can be viewed online and in print
business@syracuse.com	Done
SEND TO ADAM, MARIA AT CNYBJ - hoping for Oct INNOVATION/TECH ISSUE	Done (hoping for Oct special issue)
The Syracuse New Times	Done
Added to TACNY calendar	Done
Info@OswegoCountyBusiness.com	Done - hoping for oct/nov issue
http://www.localendar.com/public/wboconnection?style=M1	Done 9/1 (WBOC calendar)
Camillus (kathykitt@gmail.com) & Liverpool (Chamber@LiverpoolChamber.com)	Done
Include announcement in 9/19 Celebration program and announcements	Done; sent to Bill on 8/25
Other groups in Monica's network	Done 9/7 (PCA, WID, WNET, SWE, individuals)
info@womenties.com	Done 9/7
BUSINESS@SYRACUSE.COM	Done 9/7
editor@theeaglecny.com	Done 9/7
editorial@scotsmanmediagroup.com	Done 9/7
news@cortlandstandard.net	Done 9/7
Howie	sent to him 9/7
mllibbon@syracuse.com	Done - this is CNY Biz Exch
jcreighton@syracuse.com	Done - this is CNY Biz Exch

YOUR LETTERHEAD

For Immediate Release, <date> (about 4 weeks before event):

SAMPLE SUMMARY:

The Technology Alliance of Central New York (TACNY) will host “<event title>” on <date > at <time> at <location>. This event is part of TACNY’s Sweet Lecture Series.

SAMPLE TEXT:

The Technology Alliance of Central New York will host a presentation on <general topic, such as social media> as part of its monthly program series. “<title>” is scheduled for <date of event> at <start time>. <speaker> of <name of speaker’s organization> is the featured speaker. The event will be held at <location with hyperlink to map or site>. RSVPs are preferred and are requested by <RSVP date>. Walk-ins are welcome. RSVP to <email address>. <include cost info> For more information visit <event website with hyperlink>

<paragraph on the presentation topic, possibly including hyperlink to relevant article>

<speaker name> is <speaker title> of <speaker organization>. <1-2 sentences from bio>

SAMPLE PARAGRAPH ON HOSTING ORGANIZATION:

Founded in 1903 as the Technology Club of Syracuse, the Technology Alliance of Central New York (www.tacny.org) exists to facilitate technology education and the awareness and historical appreciation of technology within the Central New York community. The Technology Alliance seeks to ...

Contact: <Name, phone, email for additional information>

Media Outlets

Who can help you publicize your event?

- ▣ Media outlets that your prospects use
 - Newspapers, magazines
 - ▣ Print & online calendars, Facebook pages
 - ▣ Possible news stories
 - TV, radio stations
 - ▣ On-air & online calendars, Facebook pages
 - ▣ Possible news stories
 - Other websites

Media Outlets – Partial List

- ▣ calendar@wdt.net
- ▣ news@wdt.net
- ▣ watertown.ynn.com/content/calendar/submit_an_event/
- ▣ www.palltimes.com/calendar/submit/
- ▣ Info@OswegoCountyBusiness.com
- ▣ editor@valleynews.com
- ▣ calendar@syracuse.com
- ▣ movers@cnybj.com
- ▣ cclark@todayscnywoman.com
- ▣ CNY Business Exchange: jcreighton@syracuse.com
- ▣ events@syracusenewtimes.com

Media Outlets

Deadlines, deadlines

- ▣ Daily and weekly publications
 - Send four weeks ahead if possible to allow for optimum planning
- ▣ Monthly and bimonthly publications
 - Deadlines vary, so contact them or check websites
- ▣ Seasonal, special publications
 - Quarterly event publications such as Post-Standard's "Autumn Time" and "Summertime" - deadlines vary, contact them directly

Identify Interest Groups

Who needs to hear about your event?

- ▣ Networks and organizations
 - Professional groups
 - Business groups
 - Nonprofit groups
- ▣ Government agencies
- ▣ Universities, colleges

Identify Interest Groups

- ▣ Where do you find these groups?
 - NYS Education Dept, Office of the Professions (<http://www.op.nysed.gov/prof/national.htm>)
 - Local government websites
 - GWNC, CenterState CEO Business Directories
 - Switchboard.com, Google
 - State and Regional Associations Directory from Columbia Books (\$)
- ▣ Create a list, update it, use it consistently

Professional and Business Groups

- ▣ Chambers of commerce:
http://business.watertownny.com/directory/jsp/events/dlg/Public_AddEvent.jsp?ccid=1171 and
<http://www.centerstateceo.com/news-events/Submit-Your-News.aspx>
- ▣ Women Business Owners Connection (WBOC), Women TIES, Women's Network for Entrepreneurial Training (WNET), WISE Center
- ▣ CNY American Society for Training and Development
- ▣ Professional Consultants Association of CNY
- ▣ Society of Human Resource Managers
- ▣ Sororities, Fraternities

Nonprofit Groups

- ▣ Alzheimer's Association
- ▣ Habitat for Humanity
- ▣ American Cancer Society
- ▣ American Heart Association
- ▣ YWCA/Girls Inc
- ▣ YMCA
- ▣ International Center of Syracuse
- ▣ The Capital Corridor
- ▣ Food Bank of CNY
- ▣ Others

Government Agencies

- ▣ Empire State Development regional offices
- ▣ County economic development agencies
- ▣ Small Business Development Centers
- ▣ Watertown Procurement and Technical Assistance Center (PTAC)
- ▣ Departments of social services
- ▣ School districts

Universities and Colleges

- ▣ Community colleges
- ▣ SUNY colleges and universities
- ▣ SUNY technology colleges
- ▣ Private colleges and universities
- ▣ Vocational schools
- ▣ Listing available at http://en.wikipedia.org/wiki/List_of_colleges_and_universities_in_New_York

Tailor the Message

- ▣ Think about what appeals to the diverse needs and interests of various groups
- ▣ Create multiple versions of your event announcement
- ▣ Example: Healthcare event
 - Patient advocates
 - Business owners
 - Economic development interests
 - Medical professionals
 - Insurers and brokers

Distribution: Timing and Frequency

- ▣ 4 weeks ahead:
 - Email press release and brochure to your distribution - this covers the people who plan ahead
 - Email press release and brochure to target groups so they can forward to their distributions
 - Email press release to media outlets
 - Email to your partners and ask them to post/distribute your information
 - Post marketing copy to your blog, website, online calendar

Distribution: Timing and Frequency

- ▣ 2-3 weeks ahead:
 - Email press release to your distribution – this serves as a reminder for the people who plan ahead but didn't act on the first message
- ▣ 7-10 days ahead:
 - Email to your distribution again – this is for the people who are on the fence
- ▣ 2 days before event:
 - Last email to your distribution – this is for those who may decide at the last minute, or whose schedules have opened up and are now able to attend

Social Media

- ▣ Frequency and timing are different by nature
- ▣ Multiple posts on each site are a must
- ▣ Facebook Page – several times per week
- ▣ Twitter – daily - **use the Twitter names of groups, locations, co-sponsors**
- ▣ **Other entities' Facebook pages, such as local newspapers, chambers, interest groups – once or twice per week, perhaps**
- ▣ LinkedIn – twice weekly

Questions & Answers

Contact Information

- ▣ Monica D. Johns on Facebook, LinkedIn
- ▣ Website:
www.claritymanagementconsulting.com
- ▣ Email:
mj@claritymanagementconsulting.com
- ▣ Office: 315-299-6587
- ▣ Thank you!