

# Communication GAME G

## Campaign Planning & Message Calendar

### 7 Sessions

### Course Outline

**Each session contains 90 minutes of learning, and we top and tail them with 10 minute segments to aid the learning continuity between sessions.**

#### **Session 1:**

##### **Campaign planning principles, purpose, and model**

To be sure we end up with a campaign planning process which is DFVP, we need a demonstrably valid purpose. So we start by looking at a series of axiomatic principles which can give us a purpose in which we can have justifiable confidence. And because different campaigns can require a variety of behaviour change from different people, we'll look at a change model to help us work out what we need from our audiences in each case.

#### **Session 2:**

##### **Validating/refining the brief**

Your client will have used their knowledge to brief you – but how well do they understand their audience(s) situation(s)? Some clients may be clued into their audiences, others might be less so. That means we need to check the brief we've got is DFVP. The outcomes may be valid, but are they realistic for the audience – given their current situation, and the deadlines by which they're expected to be delivering those results?

Here we'll be looking at how to carry out a SMARTIED review with audience groups to validate or refine the brief, and present any necessary amendments back to your client.

#### **Session 3:**

##### **Avoiding black holes**

Before we start any communication activity, we need to know how we're going to measure its effectiveness. Is it producing the required results and, if not, what needs to be done so it does so, and who needs to do those things? Again we're going to need DFVP practices for this, so we'll begin this session looking at the principles and purposes. We'll also explore the best times to be seeking feedback.

And because we need to keep it coming, we'll look at the Service Level Agreements we have to put in place so the feedback doesn't disappear into a black hole.

#### **Session 4:**

##### **Message Calendar**

This is all about managing the flow of information so employees don't feel overwhelmed with too much coming at them at once. As with all the other practices, we start with the principles & purposes. Then we'll look at some of the practical decisions we need to make when it comes to traffic management. How do we decide, in a DFVP way, when to hold communications back and when to push them forward? And how do we manage client expectations effectively?

### **Session 5:**

#### **Completing the plan**

Now we have all the other pieces of the puzzle together, we can finish off our campaign plan. We'll look at the pros and cons of creating a theme for your campaign. And we'll work through the content, SMARTIED, channel and timetable recommendations you need to provide to your client. And we'll finish off by walking through getting your plan signed off, and – if needs be – handing it over to the people who'll be executing the plan.

### **Session 6:**

#### **Campaigns with multiple outcomes/audiences**

As often as not, a single communication won't be enough to prompt and enable the employee behaviours you need. So now that we have DFVP practices for identifying results and audiences for individual communications, we can apply them to more complex scenarios.

We'll look at a number of business scenarios so we can understand the different type of campaigns we're likely to have to deal with. And we work in pairs to fill in any blanks.

### **Session 7:**

#### **Implementation**

Even though these practices sit outside IC Practice Governance, you'll still need to get others to play along with your new ways of working. So again you may need to show your workings with both these practices .

In this session we'll walk through both the documentation of the rules, and the workings out which underpin them. And we'll discuss the practical concerns you may have about implementing these standards – so you can introduce them with justifiable confidence.