

# Communications Issues

Issue 01

*A Community Service of Harley House Consultants Inc.*



## Training Programs for Communicators

### Introduction

As communications shops have moved from “doers” to “strategic thinkers” there has been a gap created in clients minds as to the value-added that communications bring to their projects. To help fill that gap it is important that communicators adopt a client-oriented approach to managing the communications process. The challenge is to ensure that client’s expectations are not increased and then left unfulfilled.

### Communications Training

To help meet this challenge, Harley House Consultants Inc. has developed a series of Communications Management Training programs. These one-day training programs include:

- Communications Management Process
- Strategic Communications Planning
- Public Environmental Analysis
- Performance Measurement for Communicators
- Measuring Client Satisfaction

An overview of each training program and schedule is outlined below.

#### Communications Management Process

*(Monday - November 5)*

Participants are introduced to the 5-step Communications Management Process. The Communications Management Process ensures that the communications output or strategy is based on solid research and stays on track throughout the planning, development and delivery stages and that adjustments can be made to existing campaigns.

By adopting the communications management process, communicators can increase the effectiveness of their communications efforts and have greater confidence in the advice and guidance they provide.

#### Strategic Communications Planning

*(Tuesday - November 6)*

By developing a strategic communications plan with ties to the corporate objectives and departmental performance report (DPR), senior management can see how the strategy is integrated with and supports the overall direction of the organization.

The training session makes use of a range of tools, to:

- Develop innovative and creative strategic communications plans;
- Formulate SMART (**S**pecific, **M**easurable, **A**chievable, **R**elevant, **T**imely) communications objectives;
- Reduce the time it takes to develop a communications strategy; and
- Ensure that the strategy is implemented.

#### Public Environmental Analysis

*(Wednesday – November 7)*

This program introduces participants to a systematic and pragmatic approach to bench-marking and monitoring the public environment. The PEA tools introduced include the following:

- Qualitative & Quantitative Media Analysis
- Public Enquiries/Correspondence
- Web Site Monitoring
- Partners Panel
- Public Opinion Research

During the training session participants will develop and pre-test actual PEA tools.

*Making Communicators Better Managers—Making Managers Better Communicators*



## 2. Training Programs for Communicators

### Performance Measurement for Communicators

(Thursday – November 8)

At one time or another, we have heard that “Communications is the last bastion of the unmeasurable.” On the other hand, as communications practitioners, “We can never expect to get credit for what we do in communications until we can find a way to measure our effectiveness.” This training program outlines three possible levels of measurement and introduces the tools that can be employed to carry out the performance measurement. These include:

**Measuring Output** - Measuring production of the communications effort so as to assess whether the message was aimed at and sent to the target audience.

**Measuring Outtake** - Measuring the degree to which the audience is aware of the message, retained and understood it.

**Measuring Outcome** - Measuring the degree to which the program is actually changing people’s opinions, attitudes and behaviour.

Emphasis is placed on linking communications activities to the Departmental Performance Report (DPR).

### Measuring Client Satisfaction

(Friday – November 9)

This program introduces participants to a wide range of primary and secondary research tools that can be used by communicators to measure internal and external client satisfaction with communications outputs and services.

The research tools reviewed include:

- Annual Internal Management Surveys
- Post-Project Reviews
- User Surveys
- Participant Statistics

This hands-on session involves drafting actual research tools, developing sampling plans and compiling and reporting on results.

### More Details

The training sessions are being held at the *Monterey Inn Resort & Conference Centre* (2259 Prince of Wales Drive – just south of Hunt Club)

The cost per course is \$350 per participant, or \$1,500 for all five sessions. Each course includes a participant manual (English only), lunch and refreshments during breaks. To ensure hands-on training, enrollment is limited to 12 participants per session, so please register early to ensure a spot.

It is also possible to customize training programs for individual client organizations.

For more information, or a one-page summary on each training program, please visit our website at [www.harleyhouse.com](http://www.harleyhouse.com), or contact Dale Harley at 613-882-5684 or [dale@harleyhouse.com](mailto:dale@harleyhouse.com)

For more information on how Harley House Consultants Inc. can assist you in:

- Managing internal and external relationships with key stakeholder groups; and
- Improving the effectiveness of your organization’s communications and consultation programs,

Please visit our website at [www.harleyhouse.com](http://www.harleyhouse.com) or contact Dale Harley at 613-882-5684, or email [dale@harleyhouse.com](mailto:dale@harleyhouse.com)