

Communications Issues

Issue 11



A Community Service of Harley House Consultants Inc.

2008 Communications Training

Introduction

Last years Communications Management Series held by Harley House Consultants was extremely well received by participants. Sample comments by participants included:

- *This whole week has been extremely productive.*
- *Personally, I find these courses are the “Cadillac” of all communications courses I’ve ever taken.*
- *Excellent week overall.*
- *I want to say the instructor is highly knowledgeable in his field.*
- *Very informative. Very useful.*
- *I especially liked the hands-on exercises, which really help me assimilate new information.*
- *I have enjoyed all of the courses I took this week and would be happy to take more from Harley House.*
- *I will strongly encourage my Manager to send more people to this course.*
- *Overall this is a very useful course for both experienced and novice communicators. I really like the hands-on format, knowledgeable and personable instructor.*

Communications Training

Harley House Consultants Inc. Is pleased to announce that we will be offering our Communications Management Series again this fall. An overview of each course and schedule is outlined below.

Communications Management Process

(Friday - October 31, 2008)

Participants are introduced to the 5-step Communications Management Process. The Communications Management Process ensures that the communications output or strategy is based on

Making Communicators Better Managers—Making Managers Better Communicators

solid research and stays on track throughout the planning, development and delivery stages and that adjustments can be made to existing campaigns.

Strategic Communications Planning

(Thursday - November 6, 2008)

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

(Friday – November 7, 2008)

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.



2. Training Programs for Communicators

Performance Measurement for Communicators

(Thursday – November 13, 2008)

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 14, 2008)

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 Centurion Conference & Event Center, (170 Colonnade Road South, Nepean, ON K2E 7J5).

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. Enrollment is limited, so please register early to ensure a spot.

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

For more information, and a one-page summary on each training program, please visit our website at www.harleyhouse.com, or contact Dale Harley at 613-882-5684 or dale@harleyhouse.com

To register on-line go to:
www.harleyhouse.com/form_t.html

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,

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