

# Communications Planning

Presented by:  
Denise Papaiz  
Corporate Communications

February 13, 2012

## Corporate Communications

### Our vision:

- To advance Council's business objectives by providing strategic, innovative and effective corporate communications services


## Corporate Communications

### Our mission:

- Two-way communications programs
- Meaningful engagement between Regional clients and their stakeholders
- Focused on delivering the right message to the right audience at the right time, in the right way


## Communications Planning

- Apply the RACE theory:
  - research, analysis, communication, evaluation
- Establish clear and measurable communications goals
- Identify target audiences and messages
- Develop strategy based on goals
- Identify effective tools and tactics for each audience
- Implement and evaluate



## Tactics and Tools

<p><b>Internal</b></p> <ul style="list-style-type: none"> <li>• E-Stream, an e-publication</li> <li>• Niagara Region Review</li> <li>• CAO communiques</li> <li>• Emails and memos</li> <li>• Employee meetings             <ul style="list-style-type: none"> <li>– management meetings</li> <li>– senior management meetings</li> <li>– divisional and department meetings</li> <li>– all department staff meetings</li> </ul> </li> </ul>	<p><b>External</b></p> <ul style="list-style-type: none"> <li>• Our Niagara Region</li> <li>• E-News online publication</li> <li>• Social media, web-streaming</li> <li>• Public engagement             <ul style="list-style-type: none"> <li>– public meetings</li> <li>– stakeholder forums</li> </ul> </li> <li>• On-line surveys and polls</li> <li>• On-line comments and feedback</li> <li>• Customized activities or products based on the audience</li> </ul>
--	--



## Internal Communications

- Regional staff are a key audience for the Improvement Team/Audit Committee
- Need to identify spokesperson for the different phases of work and activity (i.e. work plan development vs. implementation)
- Use identified and established tools and tactics for two-way communication with employees