



Communications Strategy Development

A flexible approach, working with your appointed team/individual, to develop an effective strategy for a particular issue, or to revisit your existing corporate communications strategy with objectivity and fresh input.

Work typically includes;

- Development of a clear, positive and accessible definition of your organisation and its proposition to customers/service users.
- Agreement of key target groups for your 'message', in order of priority.
- Identification of which communications media and techniques work best for which target groups.
- Development/honing of your key messages, tailoring them to fit target groups.
- Review of your existing communications practise, including media relations and print material.
- Advice on 'positioning statements'.
- Production of a detailed action plan.

Cost Implications

- (i) Consultancy fee, charged at pre-negotiated day rate (per 8 hours day)

N.B.

No. of days needed to complete project, including formal report, will depend on nature and complexity of communications issue(s) to be addressed.

- (ii) Sundry costs; essential travel, photocopying, postage, e-mails etc – recharged on completion of the project.

A ceiling budget, inclusive of all fees and costs will be agreed with you before work commences.

Crisis Communications 'Health check'

An opportunity to test how effectively your organisation communicates during a crisis or adverse circumstances.

Work typically includes;

- Development and management of a crisis simulation (on an appropriate scale), concentrating on communications rather than operational issues.
- Briefing and management of working journalists to participate in the simulation.
- Feedback and critique of simulation, including recommendations report.
- Pre and post media training sessions for exercise participants.
- Work to revisit/refine your current crisis plan, as appropriate.

Cost Implications

- (i) Consultancy fee, charged at pre-negotiated day rate (per 8 hours day)

N.B.

No. of days needed to complete project, including formal report, will depend on nature and complexity of communications issue(s) to be addressed.

- (ii) Sundry costs; essential travel, photocopying, postage, e-mails etc – recharged on completion of the project.

A ceiling budget, inclusive of all fees and costs will be agreed with you before work commences.

Internal Communications Audit

Find out whether your employees are ambassadors or saboteurs of their company's objectives and its reputation.

Work typically includes;

- Design and management of an employee communications survey.
- Review of existing internal communications media, including newsletters, briefing sessions, etc.
- Identification, (from survey results), of most effective communications methods.
- Development of cost-effective action plan.

Cost Implications

- (i) Consultancy fee; charged at pre-negotiated day rate (per 8 hours day)

- (ii) Operating costs – e.g. researchers' fees, production of questionnaires etc – quoted in advance and recharged as incurred.

- (iii) Sundry costs – recharged on completion of project.

A ceiling budget, inclusive of all fees and costs will be agreed with you before work commences.

Business Development 'Health check' (for small- medium sized consultancies)

Is your business development programme producing the kind of results you need, in terms of securing new clients or making the most of existing contracts?

An opportunity to consider, review and redevelop your goals and plans in complete confidence with an objective experienced fellow professional.

Work typically includes;

- Clarifying specific short and long – term business objectives
- Audit of current new business development approach
- Audit of existing client arrangements
- Skills/experience audit of consultancy staff (as key business development resource)
- Agreement re most effective business development approach and programme, with specific achievement targets

Cost Implications

- (i) Consultancy fee; charged at pre-negotiated day rate (per 8 hours day)
- (ii) Sundry costs; essential travel, photocopying, postage, e-mails etc – recharge on completion of the project.

A ceiling budget, inclusive of all fees and costs will be agreed with you before work commences.

Media Relations Audit

Can you do more to avoid your positive messages being diluted, distorted or even sabotaged by the media? Objective analysis and input from an experience external consultant can help provide the answer.

Work typically includes;

- Review and analysis of previous press cuttings/broadcast transcripts against press material issued.
- Audit of current working relationship with the media.
- Analysis of current media relations practise – how are enquiries dealt with? Who is authorised to speak? How much pro-activity is possible.
- Revisiting of your communications strategy to determine the best media relations approach.
- Audit report with recommendations for short and longer term activity.

Cost Implications

- (i) Consultancy fee; charged at pre-negotiated day rate (per 8 hours day)
- (ii) Sundry costs; recharged on completion of project.

A ceiling budget, inclusive of all fees and costs will be agreed with you before work commences.

N.B.

All examples given above are offered as illustrations only.
Each project is assessed and costed individually.
A detailed quotation is supplied for each project on agreement of a firm brief

Terms of business

The fee element of each project is invoiced as soon as the client organisation has given formal instruction to commence.
Operating and production costs are recharged as incurred.
Sundry costs are recharged on completion of the project.
Payment terms are strictly within 30 days of invoicing.