



***Azerbaijan
Civil Society Strengthening Programme
Training Courses***

Communication Strategies Training

December 2010



This project is funded by the European Union

Communication Strategies Training has been organized in the following manner in order to meet with the needs of the participants:

- Lesson 1:** Introduction to Communication and Strategic Communication Principles
- Lesson 2:** Project Based Communication – Target Audiencing/ Project Definition
- Lesson 3:** Internal Communication Principles – Expectations/Coaching
- Lesson 4:** External Communication Principles – Developing a communication plan/ CSO's and Media Relations
- Lesson 5:** Public Relations (PR), Customer Relations/Retention Management(CRM) and Integrated Marketing Communications (IMC)/ Crises Communication

The participants will be introduced to the principles of communication and strategic communication without going too deeply into an academic perspective on the issue. The Lesson 2 will become more specific towards the needs of the participants in trying to identify the target audiences for organizations and defining project. At this stage, a new approach for “projects and project perception” will be introduced. Lesson 3 and 4 will focus on the internal and external communication needs of the participants, which a need for these areas has also been stressed in the pre-training questionnaires. Lesson 5 will become slightly more technical with definitions, however would be easily comprehensible with familiar examples.

Duration	Lesson	Key Points	Exercises/Other Notes
45mins ¹	1	<p>Introduction to Communication and Strategic Communication Principles</p> <p>7C's and 4S's in Effective Communication presented as "side-bar information" for the participants</p>	<p>Presenting the participants with the common definitions and eventually coming up with our own definition for the term communication</p> <p>Highlighting key points in effective communication</p> <p>Mentioning the distinction between objects rather than subjects regarding Target Audiences.</p>
45mins	2	<p>Project Based Communication – Target Audiencing/ Project Definition</p> <p>Definition of "Project"</p>	<p>Providing the participants with a simplified definition of project based communication</p> <p>Introducing a new perspective on "projects"</p>
15mins		EXERCISE A: Project Statement Exercise (Refer to Annex 1, Exercise A document)	<p>Participants to group in couples (2) in order to write, and then orally define their projects</p> <p>Following the exercise, class to discuss all project statements</p>
		<p>Definition of Target Audience</p> <p>Differentiation between Stakeholder and Customer</p> <p>Introduction of "Relationship Map"</p>	<p>Market Analysis</p> <p>SWOT</p> <p>Quick Exercise on drawing a relationship map for a clearer lay-out of individuals related to the project</p>
45mins	3	Internal Communication Principles –	Stressing the importance of "internal

¹ Timing of the lessons and the exercises are flexible.

		<p>Expectations/Coaching DClear Roles</p> <p>Clear Expectations Dəqiq gözləntilər</p>	<p>communications”</p> <p>Consultative Decision Making Process Clear Expectations Frequent Feedback Control of Resources</p>
30mins		<p>EXERCISE B: Clear Expectations (Refer to Annex 2, Exercise B document) AIDA, 5W, 1H Questions</p>	<p>Participants to write press release on World Aids Day. Following the writing, clear expectations will be discussed by participants as well as the press release</p>
		<p>Coaching 4 types of Coaching</p>	<p>6 Rules on Giving Advice 6 Rules for Giving Encouragement</p>
		LUNCH BREAK	
15mins		REVISION	

45mins	4	<p>External Communication Principles – Developing a communication plan/ CSO's and Media Relations</p> <p>What does it mean to develop a communication plan?</p>	<p>Internet (Social Media) to be Included in the Communication plan for NGOs and CSOs</p>
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15mins		EXERCISE C: Develop a Communication Plan for your organization (Refer to Annex 3, Exercise C document) (What are your Objectives? What are your Goals? Who is your Target Audience? What is your Time Line? What are your Tools? How will you Evaluate the Outcome?
		COFFEE BREAK	
45 mins	5	Public Relations (PR), Customer Relations/ Retention Management(CRM) and Integrated Marketing Communications (IMC)/ Crises Communication	Participants will be provided with the definition examples of PR, CRM, IMC and Crises Management.
		Last Remarks, Questions and Comments	

ANNEX 1

EXERCISE A. PROJECT STATEMENT EXERCISE

Please complete the “project statement” document below to communicate the intention and purpose of the project, including its desired accomplishments, top priority goal and why it is worthwhile doing. Once you fill out the form, please state it out from memory in less than 30 seconds in clear and non-technical language that anyone can understand.

Name of the Project _____

What will the Project Achieve? _____

What is the top priority of the Project? _____

Why is the Project Worth Doing? _____

ANNEX 2

EXERCISE B: CLEAR EXPECTATIONS

Please Write a Press Release About:

December 1st, World AIDS Day

We will be holding a press conference with a renown doctor, who has found a groundbreaking medicine to fight with HIV/AIDS. The press conference will be held at the Hilton Park Hotel on December 1st and will also include the launch of the medicine, which will be distributed to countries with the highest number of cases of HIV/AIDS for free.

We want to be able to invite both Turkish Cypriot and Greek Cypriot media to the press conference and the launch of the medicine in order to be able to create the greatest impact possible for our organization for future activities on the island.

Your Press Release

- Must be one page maximum
- Must include a photograph
- Must be sent to all the media on the island
- Must include a quotation from the doctor
- Must *advertise* our organization

ANNEX 3

EXERCISE C: LET'S TRY TO DEVELOP A COMMUNICATION PLAN FOR YOUR ORGANIZATION

A communication plan is a written document that

- describes what you want to accomplish your objectives,
- ways in which those objectives can be accomplished (your goals or program of work),
- to whom your association communications will be addressed (your target audiences),
- how you will accomplish your objectives (the tools and timetable), and
- how you will measure the results of your program (evaluation).

How to Develop the Plan

Conduct a research-communication audit. Evaluate your current communications. Some associations hire firms to do this, but the price for the objectivity of an outside auditor can be high. To conduct your own audit, find out

- what every staff person is doing in the way of communication,
- what each communication activity is designed to achieve, and
- how effective each activity is.

To get the answers you need,

- brainstorm with communication staff,
- talk to other departments,
- interview the chief staff executive,
- interview the board,
- talk to communication committee members,
- survey the membership,
- host focus groups, and
- query non-members.

Define objectives. Armed with information from your audit, define your overall communication objectives-the results you want to achieve. These might include

Define audiences. List all the audiences that your association might contact, attempt to influence, or serve. Included on your list may be

Define goals. With stated objectives, and considering available human and financial resources, define goals-in other words, a program of work for each objective. Goals include general programs, products, or services that you will use to achieve stated objectives. For example, if the objective is to improve member service, goals might include improved training for the member-service function, special communications directed at first-time members, a reference manual for handling complaints, and ongoing information for members.

Identify tools. Decide what tools will be used to accomplish stated goals. These tools can be anything from a simple flyer to a glossy magazine. Don't overlook less obvious tools such as posters, report covers, Rolodex cards, and Web sites. Brainstorm ideas with your staff.

Establish a timetable. Once objectives, goals, audiences, and tools have been identified, quantify the results in a calendar grid that outlines roughly what projects will be accomplished and when. Separate objectives into logical time periods (monthly, weekly, etc.).

Evaluate the result. Build into your plan a method for measuring results. Your evaluation might take the form of

- a monthly report on work in progress,
- formalized department reports for presentation at staff meetings,
- periodic briefings of the chief staff executive and the department heads, and
- a year-end summary for the annual report.

Developing a written communication plan will take effort. Plan on three or four days the first time you do it. Once in place, the written plan will smooth your job all year long.