

# STRATEGIC COMMUNICATION ROADMAP

2 - 3 FEBRUARY 2012

MERCURE, BRISBANE



Reduce the time and effort it takes to develop effective communication strategies



Learn how to develop one-page strategic 'maps' that enable you to plan the communication journey to reach desired organisational goals quickly and easily

## A BEST-PRACTICE TOOLKIT

If you're a busy communicator always pressed for time, this best-practice toolkit will give you the knowledge and skills to create a communication roadmap quickly and easily.



FACILITATED BY:

**LORRI LENNON, ABC**

DIRECTOR, CENTRE FOR LEADERSHIP COMMUNICATION



Lorri Lennon, IABC Accredited Business Communicator (ABC) is a three-time IABC Gold Quill Excellence Award winner, advisor, trainer and author. She is Director of the Centre for Leadership Communication, which specialises in delivering innovative communication solutions to achieve quantifiable improvements in organisational performance.

### WHAT YOU TAKE

Attending this two-day toolkit equips you with a best-practice communication tool. Your take-outs include:



An A5 resource kit that combines all your best-practice toolkit materials into a single 'one-stop-shop' package comprising:

- ✓ *Tactics in a box: 101 ways to communicate with employees*
- ✓ Best-practice toolkit slide notes
- ✓ CD of three handy templates including the Strategic Communication Roadmap template



The award-winning publication *Tactics in a Box: 101 ways to communicate with employees*. It's a 248-page practical 'how-to' manual comprising a unique collection of communication tactics, techniques and tips that won a silver medal at the 2010 American Independent Publishers Book Awards.



A 'practise' communication strategy specific to your organisation

Supported by:



Contributing Partner



Produced by:





Not having a communication strategy is like not having a map to show how you're going to get from A to B for the first time.

Over two highly entertaining days, Lorri distils 27 years of communication lessons she's learnt – what optimises organisational performance, what doesn't – to present a fresh perspective on strategic communication planning.

Investing time upfront to map out a trip ALWAYS delivers a faster, more enjoyable journey. So too with communication. Investing time upfront to map out the communication journey ALWAYS delivers a faster and more effective outcome. But when we're pressed for time, it can be tempting to just start the journey and hope for the best.

Lorri's approach considers internal communication as a journey that closes the gap between where an organisation is and where it wants to be.

The highly interactive format provides plenty of opportunities to engage with Lorri and other delegates through group activities and discussions.

Experience an action-packed program that includes fun board games, international case studies, and lots of hands-on experience in using the Strategic Communication Roadmap. You'll graduate from this best practice toolkit armed with a new tool - and the skills to apply it immediately.



## WHAT DO PREVIOUS ATTENDEES HAVE TO SAY?

"This course was relevant to all business areas not just people in communications. Really helped me to feel confident communicating organisational strategies"

-Workers Compensation Commission

'Lorri was fantastic! I feel motivated + empowered after the past 2 days. Thank you'-Vodafone

Enjoyed the practical experience and application to theory" - Department of Education and Training NSW "-Department of Education and Training NSW

Highly relevant" -APRA

"Delivery style - applying principles to case study to build knowledge of the tools. The materials were well thought-out and put together"-NIB Health Funds

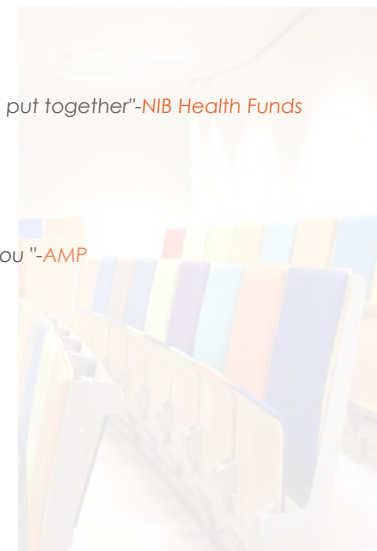
"The evidence based best practice principles were excellent"-Alpine Health

"A fantastic learning experience. I feel like I don't need to do my Master's Degree now, it's all been covered here. Thank You "-AMP

"Loved it - thanks so much"" -Department of Human Services

"Thoughtful presentation. Enjoyed the speed and idea's" - Western Region Health Centre

"Enjoyed the research and stats to support the theory" - Commonwealth Bank of Australia







# Strategic Communication Roadmap - A best practice toolkit

## DAY ONE - Thursday, 2 February 2012

- 8:45 **Registration and refreshments**
- 9:15 **Introduction and welcome**  
Lorri will introduce the objectives of the course and discuss how the two days will proceed. Attendees will have the opportunity to participate in a brief 'getting to know you' exercise, so that everyone is familiar with fellow attendees' backgrounds and what they hope to achieve from the two days.
- 9:45 **The Strategic Communication Roadmap**
- Manage the four pillars of strategic communication
  - Utilise the seven gateways to reach desired organisational goals
  -  Get maximum bang for your communication buck: group exercise
  -  Undertake the 'closing the gap' challenge: group exercise
- 10:45 **Morning refreshments and networking**
- 11:15 **Pinpoint the desired destination**
- Determine the return on investment that is really important to your organisation
  - Align communication initiatives to organisational objectives
  -  Identify desired outcomes: group exercise
- 12:30 **Networking lunch**
- 1:30 **Ascertain the route to be taken**
- Identify business-critical issues: the roadblocks and the potholes
  - Tap into sources of intelligence
  -  Defining the gap: group exercise
- 2:45 **Afternoon refreshments and networking**
- 3:15 **Identify the landmarks and milestones**
- Target communication objectives aligned with your organisation's KPIs
  - Lay the groundwork for establishing the ROI of your initiative – and why it matters now
  -  Set measurable objectives: group exercise
- 4:30 **Wrap-up and end of day one**

## DAY TWO - Friday, 3 FEBRUARY 2012

- 8:45 **Registration and refreshments**
- 9:15 **Introduction and welcome**  
Lorri will introduce the objectives of the second day. Attendees will recap the lessons learnt from the previous day and discuss their expectations for the day to come.
- 9:30 **Determine who's on the journey**
- Acknowledge individual maps of reality
  - Capitalise on latest research about employee motivation and engagement
  -  Determine the 7±2 factors: group exercise
- 10:45 **Morning refreshments and networking**
- 11:15 **Drive the shifts to close the gap**
- Engender emotional conviction to drive shifts in employee mind-sets
  - Navigate the unique seven gateways: one size does not fit all!
  -  Create message momentum: group exercise
- 12:30 **Networking lunch**
- 1:30 **Select the appropriate vehicles**
- Capitalise on the respective strengths of print, face-to-face and online tactics
  - Ascertain where social media fits in
  -  Develop an integrated channels/tactics mix: group exercise
- 2:45 **Afternoon refreshments and networking**
- 3:15 **Manage the logistics and show ROI**
- Establish the timeframe of who needs to do what on the journey
  - Evaluate the effectiveness of the communication journey: was the desired destination reached?
  - Measure budget against benefits
  -  Demonstrate ROI: group exercise
- 4:30 **Wrap-up and end of event**

# 5 WAYS TO BOOK YOUR PLACE AT THIS EVENT

**PHONE:** +61 1300 550 662  
+61 (02) 8913 4000

**FAX:** +61 1300 550 663  
+61 (02) 8913 4099

**EMAIL:** aga@arkgroupasia.com  
**WEB:** www.arkgroupaustralia.com.au

**POST:** Send the completed registration form to Ark Group Australia Pty Ltd, Main level, 83 Walker Street, North Sydney, NSW 2060

## Strategic Communication Roadmap

2 - 3 February 2012, Mercure, Brisbane

SO-WEB

### PUT YOUR DETAILS HERE (PLEASE PRINT):

ORGANISATION NAME

POSTAL ADDRESS

STATE

POSTCODE

FAX

PHONE

### WITH EACH REGISTRATION YOU WILL RECEIVE:

#### Registration Pricing

<b>Standard pricing</b>	<input type="checkbox"/> \$ 2395+ GST = \$2634.50
<b>Early bird</b> (exp: 23/12/2011) <small>Not valid with any other offer</small>	<input type="checkbox"/> <b>SAVE \$400</b> \$1995 + GST = \$2194.50
<b>Member discount</b> (exp: 23/12/2011) SBCQ	<input type="checkbox"/> <b>SAVE \$450</b> \$1945+ GST = \$2139.50



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Delegate	Name	Job title	Email address
1st			
2nd			
3rd			

Signature

I have read and accepted the booking conditions

Please note: Payment must be received in full prior to the event to guarantee your place

Mastercard  Visa  American Express

Card number

Expiry date

Cardholder's name

Cardholder's signature

Payment enclosed (Cheques should be made payable to Ark Group Australia Pty Ltd)

Please invoice me

#### Booking conditions

1. Bookings can be submitted at any stage prior to the event, subject to availability. A limited allocation is being held and booking early is therefore recommended. In the event of the booking not being accepted by Ark Group Australia the total amount will be refunded.
2. Payment must be received in full prior to the course.
3. All speakers are correct at the time of printing, but are subject to variation without notice.
4. If the delegate cancels after the booking has been accepted, the delegate will be liable to the following cancellation charges:
  - Cancellations notified over 45 days prior to the event will not incur a cancellation fee.
  - In the event of a cancellation being between 45 and 30 days prior to the event, a 20% cancellation fee will be charged.
  - For cancellations received less than 30 days prior to the event, the full delegate rate must be paid and no refunds will be available.
5. All bookings submitted by e-mail, fax, or over the telephone are subject to these booking conditions.
6. All cancellations must be received in writing.
7. Ark Group Australia will not be held liable for circumstances beyond their control which lead to the cancellation or variation of the programme.
8. All bookings, whether Australian or overseas will be charged Australian GST at the prevailing rate at the time of booking.
9. Delegates are responsible for their own travel, accommodation and visa requirements.

We occasionally allow reputable companies to mail details of products we feel may be of interest. If you do not wish to receive this service, please tick this box

**D096**

### Event venue and accommodation

Preferential rates are available at the Mercure Brisbane. Please contact the hotel directly to make your reservation, quoting 'Ark Group Australia' as your reference.

### Mercure, Brisbane

85-87 North Quay  
Brisbane QLD 4000  
(07) 3237 2300

### Sponsorship or Exhibition Opportunities

If you are interested in sponsoring or exhibiting at this event please contact Ark Group Australia on:

**Phone:** 1300 550 662

**Email:** aga@arkgroupasia.com