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Strategic Communications Planning

One-Day Agenda

09:30-09:45	Welcome, introductions, defining strategy
09:45-10:45	Communications strategies and butterfly gardening
10:45-11:00	BREAK
11:00-11:30	An 8-step approach to strategic communications planning Step 1: Review goals and priorities Step 2: Determine the actions to generate Step 3: Determine the audience to reach
11:30-12:00	Exercise I: Setting the Stage
12:00-13:00	LUNCH (catered upon request)
13:00-13:15	Review outcomes of exercise I
13:15-13:45	Messages and vehicles
13:45-14:15	Exercise II: Crafting the Script Step 4: Develop your messages Step 5: Select your vehicles
14:15-14:30	Review outcomes of exercise II
14:30-14:50	Present case study #2 results
14:50-14:45	BREAK
14:45-15:15	Setting the agenda
15:15-15:45	Exercise III: Measuring Performance Step 6: Determine your schedule Step 7: Determine your budget Step 8: Evaluate your campaign
15:45-16:00	Review outcomes of exercise III
16:00-16:15	Final thoughts
16:15-16:30	Q & A
16:30-17:00	Evaluation