

ILC Communications: July 18th Workshop

Draft Ideas 6/4/06

Desired Outcome: Agreement on ILC communications strategies

Approach: Send pre-workshop survey to participants; consolidate answers; send summary to participants in advance of workshop.

Questions:

- a) What do you hope we achieve at the workshop?
- b) Who is the primary target audience for ILC communications; what are their needs?
- c) What would indicate ILC communications were successful? / What are the goals of ILC communications?
- d) What are the 2-3 compelling elements of the ILC story?
- e) How is ILC different than other scientific research initiatives?
- f) What are the obstacles to accomplishing effective communications?

Workshop Agenda

- a. Agenda Review, Ground Rules, Introductions
- b. Products, Services or Companies We Admire – and Messages
- c. ILC: Compelling Story Elements: prioritize
- d. ILC Communication Audiences & their Needs: prioritize
- e. ILC Communication Success Indicators/Goals: prioritize importance to project
- f. Break
- g. Communication Concerns and Mitigation Strategies
- h. Develop communications approach for key audience, and Test Against Criteria (credible, sustainable, inspirational, differentiating, consistent, clear)
- i. Next Steps and Wrap-up

Generic Positioning Statement: what you want your audience to think and feel about your project, product, service or organization

- A. Who: who are you
- B. What: what business are you in
- C. For whom: the people we serve
- D. What need: special needs of the people we serve
- E. Against whom: competition
- F. What's different: what differentiates us
- G. So: what's the unique benefit our customers derive from our service

Department Store Example

- A. Who: national department store
- B. What: a provider of fashion-focused products
- C. For whom: trend-conscious, upper-middle class shoppers
- D. What need: looking for higher-end products
- E. Against whom: other department stores
- F. What's different: provides unique merchandise in a theatrical, refined setting / personal service
- G. So: that makes shopping entertaining