

JISC

Communication and dissemination
JISC Content programmes seminar
Brettenham House, London: 5th October 2012

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1: Marketing and Communications
Scene setting

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JISC The competitive market place

- What is the competition?
- The need for "cut-through"...
- The need for "match"...



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JISC Objectives of communications and marketing

To articulate clearly:
The purpose, distinctiveness & stakeholder benefits of your programme

To give stakeholders clear reasons to **choose** or **engage** with it

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JISC How to sabotage marketing and communications

- Knee jerk marketing
- Failure to plan or research
- Silo marketing
- Internally focused communications
- "Features" rather than "benefits" driven messages
- No clear objective!

No service match to stakeholder needs

Channels that suit us, Not our stakeholders

No "call to action", incentive, response management or evaluation

Failure to advance test

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Our legal services will exceed your expectations

Discover the difference

CAREY OLSEN

Lawyers **2** you

Are you in dispute with someone, we can help

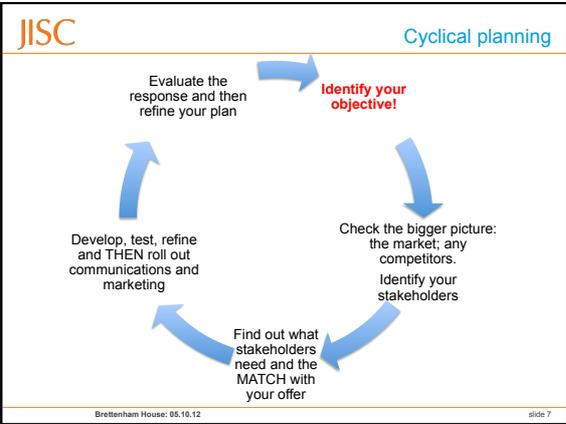
- Property, boundary or tenancy disputes
- Bankruptcy and debt recovery
- Professional and medical negligence
- Employment disputes, redundancy and dismissal
- Building disputes

Let us resolve your dispute quickly and without stress either through mediation or where necessary legal action

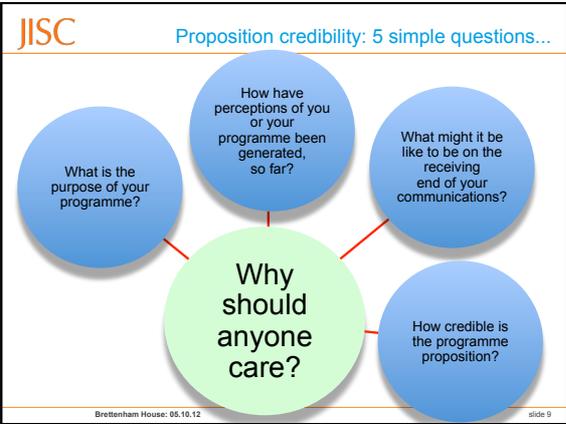
Free initial advice
Call 0844 873 5400 or contact info@lawyers2you.co.uk

Lexcel

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- JISC** Communications and dissemination success factors
1. Identify your objectives and message
 2. Identify critical target audiences
 3. Demonstrate relevance to key stakeholders
 4. Speak their language
 5. Use relevant communications and channels
 6. Plan and manage communications campaigns effectively
 7. Deploy a sound project proposition
 8. Deploy effective response management
 9. Recognise the real competition
 10. Evaluate results to inform future communications initiatives
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2. Social media in practice

Introduction
 "Show and tell" case studies

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JISC Practical challenge

Using the questions below as a guide, discuss your attitudes and experiences of using social media and networking:

1. What are the main social media channels your project uses and why?
2. Which social media channels do your audiences use?
3. Share examples of how your project (or another project or group you are familiar with) has used social media effectively.
4. What do you think are the benefits of using social media for a) your audiences and b) for your project?
5. What are your main concerns about using social media (eg. legal, ethical, resources)?
6. How have you used social media with other communications activities e.g. events and news?
7. How will you define and measure engagement, success and return on investment for your social media activities?

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3. Working with JISC

Responsibilities and opportunities

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4. Getting your message across
 Developing a message proposition that works

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JISC **Effective service or programme propositions**

To communicate effectively with your target stakeholders:

- They must feel confident that they know:
 - Who you are
 - What you do
 - What is special or distinctive about your service offer
- and understand why these points are of **relevance** or **benefit** to them



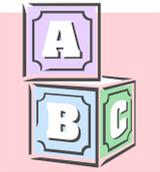
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JISC **Good communication and marketing?**

"Consumers like simplicity..."

Marketing Week, 13 September 2012, pp24-26

- Too much choice and decision-making leads to confusion and unease
- Stakeholders are more likely to **engage** with services that make **selection** easier



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You'd won my heart from "Hello"

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JISC 3 winning engagement formulas

Tangible exchange	• The basic "swap"
The "simplicity factor"	• Ease of transaction
Advantage comparison	• Benefits of being involved... • What you'll miss if you're not!

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Thank you
from the Alumni Fund Calling Team



NOTTINGHAM
TRENT UNIVERSITY



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JISC What is the message proposition?

16-25 Railcard

1/3 OFF
HUGS, TEARS,
GOSSIP
& GIGGLES



JUST £23
A YEAR

FOR GREATER SAVINGS RETURN ONLINE AT 16-25RAILCARD.CO.UK

Senior Railcard

1/3 OFF
HUGS,
LOVE &
LOTS OF LAUGHTER



JUST £28
A YEAR

FOR GREATER SAVINGS BUY ONLINE AT SENIOR-RAILCARD.CO.UK

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A packed lunch? £840



By taking a packed lunch instead of buying sandwiches, you would save at least £840 a year*

Are you being **SMART** with your money?

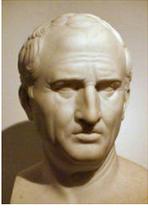
- see the Money section of Student Life on studentcentral
- drop into the Student Services Welfare office
- or email SSWelfare@brighton.ac.uk

*Based on a saving of £4 per day, 5 days per week, over 42 teaching weeks.

University of Brighton
Student Services
studentcentral@brighton.ac.uk

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JISC The golden rule



If you wish to persuade me,
you must think my thoughts,
feel my feelings
and speak my words...

Cicero
43 BC

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5. Set priorities; segment and target audiences; manage communication channels

Practical challenge

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JISC What is your communications or marketing objective?

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JISC The communications plan in 7 points

1. Identify your marketing objectives
 - Check for the “so what?” factor
2. Know and understand your target audiences
 - Identify marketing and communications channels
 - What would be their motivation for engagement with you?
 - What call to action or incentive will work for them?
3. Plan
 - Budget, resources, critical timings
 - Match outputs /activities to communications channels
4. Service development
 - TEST!
5. Implementation and launch
 - Plot internal processes
 - Develop response management systems
6. Evaluation
 - How will we know if our campaign has been successful?
 - Feedback to inform future activity
7. **Be opportunistic!**

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JISC Random penguins...or a master plan?

<http://www.derby.ac.uk/penguin/gallery>

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JISC Content programmes: The communications plan
 Set priorities; segment & target audiences; manage communication channels

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What main marketing and content priorities are?	Who are the target audiences I need to reach?	What critical messages are associated with this priority?	What extra information would help us to plan? Where will find it?	Which content channels will work best for these stakeholders?	With whom will I need to collaborate?	With which JISC or other activities or initiatives could I integrate my marketing and communication plan?	What are the resource implications for this priority?	What would count as success?
Recruitment of events Engagement of service users In other words, reaching new stakeholders?	Internal or external public? Stakeholders? Colleagues? Business contacts?	Decision making roles? Recruitment of staff or food? Events? Training or budget schedule?	Stakeholder research? Trends? Analysis. Awareness of projects or with current issues?	Hard copy, online face to face, social networking, email, online events?	Other colleagues? Data social experiences? Other organisations?	Integrate my marketing and communication plan? Events, exhibitions, conferences, PR initiatives?	Staff time, budget impact, time colleagues?	
Priority 1								
Priority 2								
Priority 3								

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