

Key message workshop



recognition | pr

Do you want:

- customers to feel more confident in buying from you?
- staff to be clear on what your company is striving for?
- partners to drive more sales?
- influencers to recommend your company to others?

You can achieve all these outcomes if your communications are clear and concise and are tied to a consistent, credible theme.

Recognition PR key message workshops can help you uncover and develop powerful messages that explain in compelling language what your company does and what it stands for.

Whether you're a professional services firm, a consumer electronics company, a construction firm or a government department our facilitated workshop will deliver coherent, effective key messages.

What is a key message and why do I need one?

Effective key messages help crystallise thought and opinion about your organisation.

The words and phrases you use in media releases, media interviews, marketing materials, web sites and sales pitches should all be based on your organisation's key messages.

Key messages should be tied to the overall business strategy of the company and support activities by marketers, salespeople and the leadership team.

Key messages aren't advertising taglines. They are bite-sized summations of more complex brand, company and product messages.

recognition | pr

What does a key message look like?

The anatomy of a key message can be expressed in this simple formula:

Claim = fact + example

Claim

A claim is what you want stakeholders to believe.

For example: “Our company is the most innovative plastics manufacturer in Australia.”

Fact

A fact is indisputable proof that what you claim is true.

For example: “Our company has won the *Most Innovative Plastics Manufacturer Award* from the Australian Centre for Innovation for the past two years.”

Example

An example shows how the message is relevant to the message recipient. For example, “Every one of our 300 customers have reported savings of between 20 and 50 percent as a direct result of using our unique manufacturing process.”

What you get in a Recognition key message workshop

Meet

First we discuss the key message types you want to develop.

For instance, do you want high-level corporate key messages or product or business area messages? How many do you need?

Prime

All workshop participants are sent an explanatory backgrounder on the process. Preliminary questions are asked to prime attendees before the day and to get them thinking.

Workshop

Depending on your requirements four hours to a whole day is spent with your team developing the core messages.

Deliver

The core key messages from the workshop are refined and delivered to you for review and final approval.

Key messages and the media

In our experience, companies that develop engaging, useful and important key messages which can be used in media interviews are:

- quoted in the media more
- misquoted less
- develop better relationships with journalists.

Recognition’s experience has shown the ideal number of key messages to deliver in a media interview is two. Any more, and you risk giving the journalist so much information that they find it hard to distil news from noise. Your agenda will be lost and the story will reflect what the journalist could most easily understand.

About Recognition

Recognition PR is an Australian-owned public relations and marketing communication consultancy with 22 years experience in the Australian and New Zealand IT market.

Recognition PR helps clients manage communications with their many stakeholders including internal staff, customers, media and partners. Recognition’s services range from strategic consulting to media relations and writing.

For more information visit www.recognition.com.au

recognition|pr

Level 2, 51 Pitt Street
Sydney NSW 2000
Ph: 02 9252 2266

infony@recognition.com.au
www.recognition.com.au