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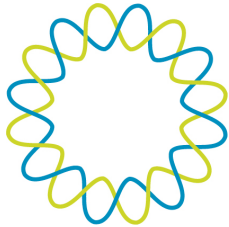
Professional Communications Seminars

Rosetta
2010

- I. Building Communications Teams That Work
- II. Essential Skills For Communicators
- III. Mindfulness And Focus

Knowledge is power

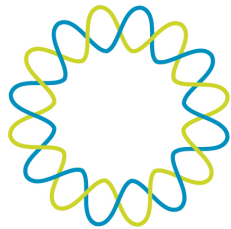
– Francis Bacon



At Rosetta we think the best clients are knowledgeable ones.

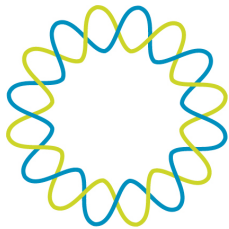
That's why we offer a comprehensive series of communications seminars designed to educate and inspire professionals. Whether you're new to the field or a seasoned pro, there's something here for you. Book seminars individually or combine them into an executive development course.

Contact us to book a seminar for your communications team.



Building Communications Teams That Work

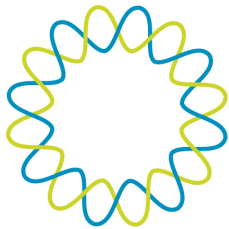
Using the agency model



Since its inception the agency approach to communications management has proven to be one of the most effective, flexible and creative available. The first part of this seminar examines the common components of an agency model – account management, creative services, research, media services and production, and considers how they work together to support each other and the overall communications role of the agency. We also look at the strengths and weaknesses of the agency model in the private and public sectors, including ways in which existing structures and functions can be adapted to an agency model. Case studies will be presented and discussed. The second part of the seminar examines the nature of account management, both the principles underlying it and the mechanics involved. Participants will be able to engage in hypothetical account management scenarios.

Learning goals: understand the agency model; learn the account management process.

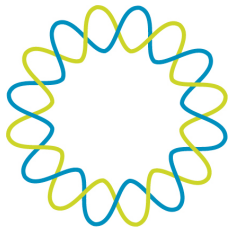
Integrated marketing communications



Successful agencies typically use an integrated marketing communications (IMC) approach. This holistic approach to communications enables adaptation to the nuanced and complex environment most agencies work in. Using real world examples, this seminar presents the rationale for IMC, how it supports effective communications across a range of platforms, delivers message consistency and enables agencies to deploy niche communications tools. We will examine the key principles of IMC and learn specific approaches that can be profitably deployed.

Learning goal: understand IMC and how it works in an agency environment.

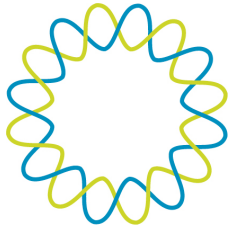
Managing brand equity



Brand equity – the assets we have that are linked to our brand, can be measured by customer and stakeholder loyalty, degree of awareness, perceived quality of services provided as well as associations (elements linked to our idea of the brand). This seminar will look at the concept of brand, the use of brand artifacts (such as logos, taglines and other aspects of identity) with the specific goal of providing insight into how communications can positively and negatively affect brand equity. Case studies will be used to illustrate best practices for integrating brand equity considerations into communications planning.

Learning goals: learn what brand equity is and how to preserve and enhance it.

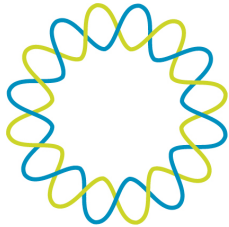
Strategic account planning



Much of an agency's responsiveness stems from the quality of the strategic account planning process. This seminar looks at key aspects of that planning, including prioritization, resource allocation (money, time, people) and the positioning of specific communications projects into overarching strategies. We will learn the difference between account management (client focused) and account planning (strategy driven) and how to manage the balance between them. We will also learn client management tools. Real world case studies will look at how account planning enabled the delivery of innovative and effective communications.

Learning goal: understand the key principles and practices of account planning.

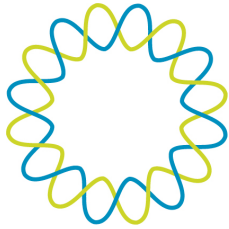
Building cross-functional teams



Agencies thrive on a range of skills. They owe their adaptability and responsiveness to the ability to rapidly marshal those skills and bring them to bear on new communications needs. This seminar provides the understanding needed to (a) create and maintain effective working relationships between functional units of the agency and (b) assemble, prepare and deploy project-specific teams. Role-play will be used to enable participants to create and brief their own teams in response to hypothetical scenarios.

Learning goals: learn how to create and support the environment necessary for effective cross-functional teams; understand how to assemble and brief project-specific teams.

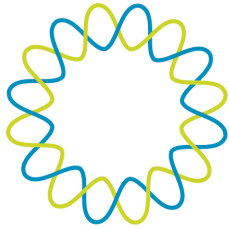
Working with outside suppliers



Not every agency does everything; often specialists are relied on to deliver services in those areas where internal expertise is lacking. Getting the most from such suppliers is essential. This seminar develops the skills needed to work effectively with external partners such as design firms and multimedia production shops. Participants will learn how to scope work, write effective briefs and ensure accountability from suppliers. Using an interactive approach, participants will be able to role-play the supplier management process and learn practical ways to optimize it. This seminar will require participants to prepare a project brief for an external supplier.

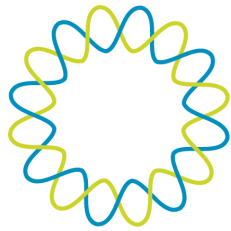
Learning goals: understand the function of external suppliers; learn how to manage them effectively.

Know your client



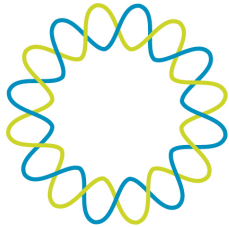
A good account executive is able to determine a client's immediate needs and propose solutions for them as well as understand larger strategic objectives. This seminar focuses on the skills needed to develop deep client understanding – business processes, history, stakeholders, operating environment. Clients can be external or internal (business units of the company). This is particularly important when a client is unfamiliar with the communications process or is focused on specific operational goals. Focus is placed on the differentiation of communications vs. operational imperatives, determining client assumptions and biases as well as external validation of information. Role-playing scenarios will be used.

Learning goals: learn how to effectively assess the client's communications needs.



Essential Skills for Communicators

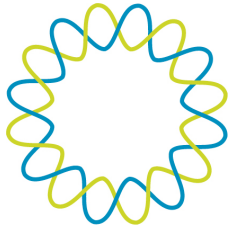
Creating stories that resonate



In a crowded communications space making your story stand out and obtain audience mind space is critical to a positive reception. This seminar will focus on the fundamentals of effective positioning. Participants will learn the disciplined assessment process that leads to successful positioning of new initiatives and repositioning of older ones. The second part of the seminar examines the need for solid 'stories' that resonate with audiences. Participants will have the opportunity to learn techniques for crafting compelling stories and integrating them into communications planning. This seminar will feature hands-on exercises to enable participants to practice the skills they have been exposed to.

Learning goals: understand the principles of effective positioning and storytelling; learn how to apply those skills in communications planning.

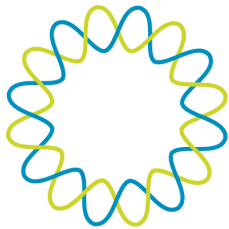
Building and sustaining creativity



Creativity – the discovery of new ideas, insights and relationships between existing ideas, is critical to the conception and design of effective communications. Too often it is considered a function outsourced to a supplier such as an advertising agency. High functioning agencies may have formal job functions such as Creative Head or Chief Insights Officer, or they may have informal approaches to developing and maintaining creative environments. This seminar outlines a disciplined and effective approach to capture creativity and embed it in communications planning from idea generation to creative brief writing.

Learning goals: learn the place of creativity in the agency model; develop ways to generate creativity and incorporate it in ongoing communications planning.

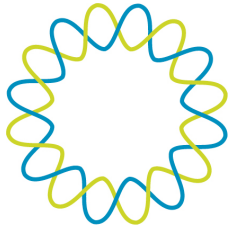
Understanding audiences



The more you know about your audiences, the better your chances of creating communications that resonate with them and provoke desired responses. This seminar examines audience segmentation and differentiation, an essential skill in a fragmented and niche-driven communications environment. We will examine traditional means of audience understanding such as market research as well as examine other options such as insight mining, key opinion leader monitoring, participant research, program area experiences, academic resources as well as the study of online activities like blogs and social networks. Participants will learn to prioritize research needs, identify which research tools are likely to deliver the richest insights in specific situations and integrate research findings into the planning process.

Learning goals: understand what research tools are available and how to use them; learn how to integrate research findings into communications planning.

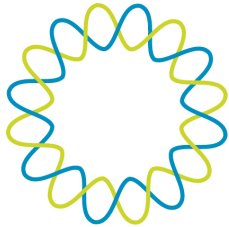
The communications environment



Effective communications fit into and capitalize on their context. In an always on, 24/7 media and online world, understanding where your communications can fit can make the difference between hit and miss. This seminar explores ways to gather information about specific and broader communications environments, trend identification as well as competing communications activities. Borrowing from approaches used in the intelligence community, participants will learn how to develop strategies to understand communications environments both quickly and in-depth.

Learning goal: learn ways to assess the environment in which communications will be situated.

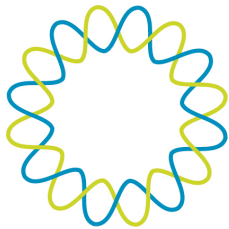
Effective media relations



Media, both mainstream and niche, is often the gateway to the audiences you need to engage. This seminar gives insight into the evolution of the media world (consolidation of media outlets, new opportunities, trade and consumer outlets and more) and its implications for effective media relations planning. Participants will gain the skills needed to develop story 'hooks' and write effectively for media. They will also learn how to work with media (including pitching ideas and correcting stories) as well as prepare senior management for interaction with media. This seminar can also be paired with **Effective Issues Management**.

Learning goals: understand the current media environment; accurately assess media opportunities; write effectively for media; develop productive working relationships with media; learn how to prepare management for media appearances.

Engaging government

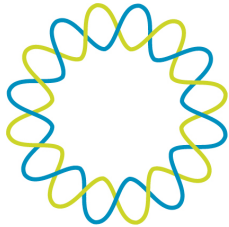


Governments of all levels are critical audiences. Knowing how to engage them effectively is vital for communications professionals. This seminar teaches the core elements of public affairs or government relations (also called lobbying).

Participants will learn how the government decision-making process works, the cycles of elected governments, the role of the bureaucracy as well as how to develop a contact plan, focus on the core issue and craft key messages. Participants will also understand the value of cultivating stakeholders who can influence government. A hands-on scenario will enable participants to practice their new skills.

Learning goals: understand how governments work; learn how to develop a contact plan and craft key messages.

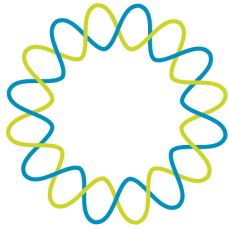
Working with stakeholders



From patient-rights groups to charities, stakeholders are critical to public and private sector organizations alike. This seminar prepares participants to develop engagement strategies for individual stakeholder groups and build stakeholder coalitions. Participants will also gain an understanding of the evolution of stakeholder and non-governmental groups and the ethics of working with them. This seminar can also be paired with **Engaging Government.**

Learning goals: understand how stakeholder groups work; learn how to identify opportunities to engage with stakeholders; gain the skills needed to create effective community relations plans.

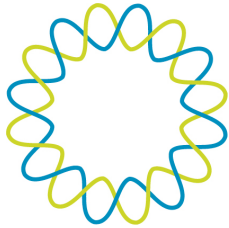
Benchmarking success



The success of a communications effort is measured not only through media impressions but through a range of other tools. This seminar will focus both on creating continuous learning opportunities and on building effective communications measurement tools. Common metrics for assessing communications effectiveness will be introduced and opportunities for both formal and informal assessments discussed. Participants will also learn how to apply evaluative tools in order to assess effectiveness as a campaign is proceeding and to develop mid-course corrections to enhance effectiveness while still in the field.

Learning goals: understand the range of communications effectiveness metrics available; learn when and how to deploy these tools.

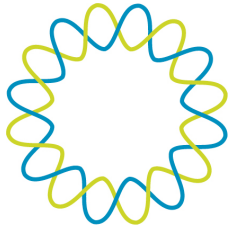
Effective crisis management



Nothing galvanizes an organization so much as a crisis. It could be an industrial accident or even criminal activity. In high stress situations, it's vital to have the skills to manage a crisis, develop a response and execute it effectively. This seminar uses a several real-world case studies to illustrate the core principles of effective crisis communications, profiling the do's and don'ts of this critical communications function. A team crisis communications exercise will enable participants to apply the skills they've learned. Participants will be equipped with the skills they need to assess the vulnerabilities of their organizations and how to develop crisis communications plans.

Learning goals: understand the core elements of effective crisis communications; learn how to develop crisis communications plans tailored to specific scenarios.

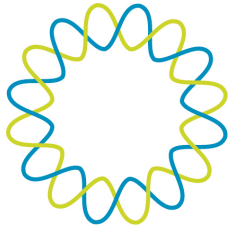
Communicating risk



Organizations in the private and public sector need to help their audiences understand risks of all kinds – including health, financial, environmental and industrial. This seminar teaches the skills needed to portray risks in an accurate way and empower audiences to make the best risk management decisions possible. We look at the mental models approach to risk communication and learn how to adapt it for specific situations, using both case studies and a team exercise.

Learning goals: understand how to assess risk; learn how to communicate risk effectively to specific audiences.

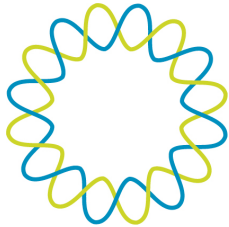
Successful issues management



Every organization faces issues that need to be contextualized and communicated. Doing this well means maintaining corporate reputations, protecting share prices and preserving goodwill. This seminar teaches the core elements of successful issues management, including predictive modeling of likely issues and responses, development of issues management plans and identification of potential allies, supporters and detractors. This seminar uses a 360-degree approach to issues management, taking into account threats, opportunities, environment, history and stakeholders. Participants will develop an issues management plan as part of a team exercise. Real-world case studies will be used to show the do's and don'ts of issues management.

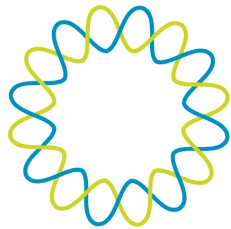
Learning goals: understand the core principles of issues management; learn how to assess likely issues in your organization; learn how to build a 360° issues management plan.

Social media demystified



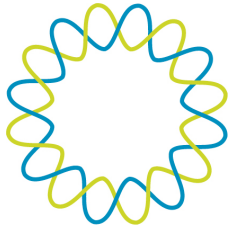
From blogs to Twitter, collaborative and participatory web communications are changing the conversations we're having with our audiences. For many organizations, understanding how this will affect their communications is challenging. This seminar sheds light on the evolution of these powerful online communications tools and shows how to integrate them into your communications strategy. Participants will understand the demands social media place on organizations, learn how to assess their organization's readiness and capacity for social media, understand where social media fit with communications strategy and develop ways to implement them.

Learning goals: understand the principles of social media; learn how to identify opportunities to integrate social media into strategic communications planning.



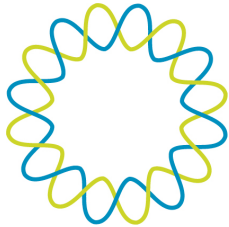
Mindfulness and Focus

Shut Up Brain Or I'll Stab You With a Q-Tip



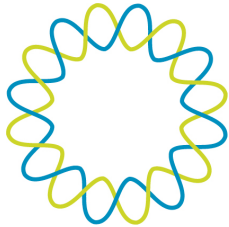
A short journey through mindfulness, this presentation is for everyone who has been confused by much of the recent talk about mindfulness or who just wants a simple, practical introduction to it. With wit and humour, we look at what keeps us from being mindful – the nature of our mind as well as our accelerating lives in an increasingly chaotic world. Then we learn practical ways to live more mindfully, reduce anxiety about the future and regret about the past and ultimately experience the present more richly.

Everything I Know I Learned from Prisoners



Life lessons from behind bars, this seminar is based on Paul's personal volunteer experience with prison inmates in Canada and the US. It's designed for those who want more focus and a simpler, less complicated life in very chaotic times. We'll learn what's actually within our power to control and what we can let go of, how to focus on what really matters in our lives as well as how to deal with tense situations. If you loved the HBO television series, OZ, then you'll love this seminar.

Contact



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