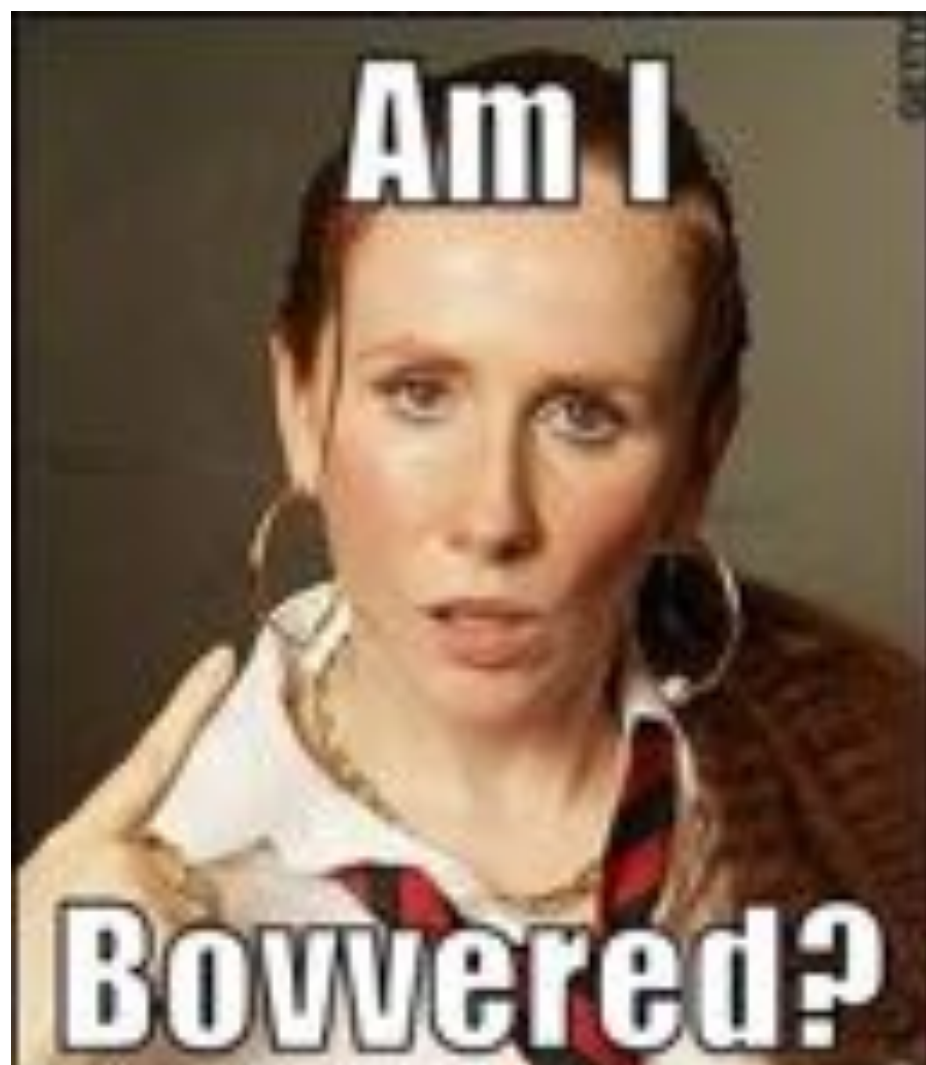


David Holdstock, Director of Communications and Strategy

@davidhold



Getting started...

- **Do you have a communications strategy?**
 - **Do you use measurement as an integral part of your communications planning, activity and strategy?**
 - **Is your communications working or are you just sending out stuff?**
 - **Do you have a seat at the top table?**
 - **The L'Oreal test**
-

Communications with a purpose or feeding the machine?



Current context



Campaign models

Research/ insight

Objectives

Strategy

Implementation

Evaluation



The GCS model

Objectives
audience insight
strategy/insight
implementation
sourcing/evaluation



Some golden rules 1

- **Is the campaign linked to organisational priorities and goals?**
 - **Part of strategy**
 - **Set your sights high - Be ambitious first – and then realistic**
 - **Senior buy-in - It's everyone's business**
-

Some golden rules 2

- **Clear objectives**
 - **Research and insight**
 - **Budget**
 - **What are you measuring?**
 - **How will you measure?**
 - **Regular reporting**
 - **Success criteria**
 - **Learning**
-

Meaningful measurement:

Outcomes

- **Media coverage**
- **AVEs**
- **Twitter traffic**
- **Followers**
- **Video views**
- **Leaflets, brochures and posters**

Outputs

- **Changes in behaviour**
 - **Take up of services**
 - **Reduction in service use**
 - **Income and investment**
 - **Reducing costs**
 - **Increase in applications**
 - **Reducing complaints**
-

Measuring success

- **Evaluation and insight are owned and understood by everyone**
 - **Communications seen as a strategic function and at the top table**
 - **Credibility**
 - **Resources**
 - **Successful campaigns**
 - **Award winning communications**
 - **Making a difference**
-

More...

- **#FutureComms** – www.local.gov.UK
 - **Comms 2.0**
 - **GCS evaluation framework**
 - **AMEC**
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