

Strategic messaging workshop

- + *Do you often feel like you have to start from scratch when you speak or write about your organization?*
- + *Do you and your colleagues need a simple, meaningful, persuasive way to talk about your organization?*
- + *Do your customers / constituents really understand who you are, what you have to offer, and your value?*
- + *Can you talk to customers / constituents in ways that are meaningful and resonant to them?*

The strategic messaging workshop is a half-day collaborative session to outline your story—so that you, your colleagues, and your customers or constituents can have a clearer picture of what you offer, your value, what you stand for.

A simple and rigorous message strategy—the ideas and stories that help people understand who you are and what you have to offer—is key to building a brand people care about. In this collaborative session we will examine basic message strategies and explore ways to put them to use for your unique challenges. You will learn how to position your offerings in terms relevant to your audiences, building a framework that can help you and your colleagues inspire and grow relationships.

Session outline: *Estimated duration 4 hours*

- + Presentation: Introduction to strategic messaging; models; examples of messaging in action
- + Team breakout: Using sample material, teams are tasked with analyzing the message strategies of other organizations
- + Breakout analysis: Each team presents their analysis for discussion
- + About you: Interactive audit and review of messages you use in your communications
- + Team breakout: Each team is tasked with articulating a main message and supporting points
- + Breakout analysis: Each team presents their results and discusses strengths and weaknesses
- + Looking ahead: Collaborative discussion of opportunities, challenges, and potential next steps for refining your message strategy

What's included: *A senior Sametz Blackstone consultant will—*

- + Prepare for up to four hours before our session based on the background information you provide
- + Present a message strategy primer and lead a workshop session up to four hours long
- + Leave you with a PDF copy of the presentation with additional reference information
- + Deliver a follow-up executive summary of workshop outcomes and potential next steps for you to consider

Who should participate

The workshop is designed for those with novice and intermediate brand management and communications expertise. If your organization has a formal marketing department, senior marketing managers and those charged with executing communications are strongly encouraged to attend. Other managers and staff responsible for commissioning communications, with or without the help of a marketing department, are also welcome.

Cost

Workshops start at \$3,300, including preparation and follow-up summary. Excludes out-of-pocket and travel expenses; no additional cost for travel within the metro Boston region (I-495 loop). Reimbursable expenses not incurred without approval.

Customized programs

We can also structure the workshop as a two-session engagement: this more in-depth engagement will produce reference materials and a framework to inform marketing communications. There will also be homework to complete between meetings. We can also customize the workshop to your precise needs: please contact us to determine how we can design a program that fits your requirements