

# Module 3

This module will cover:

- How to develop a strategic plan
- Methods of identifying communication tools for specific audiences
- Selecting the most appropriate tools to achieve your objectives

## Strategic plan for traditional channels

*The first questions to ask are what do we need to do and how will we do this?*

### Selecting Effective Communication Tools and Techniques

Now you have defined your target audience you need to select the communication tools most likely to reach and influence those audiences. These could include:

- Annual Reports
- Conferences
- Direct mail
- Education material
- Email
- Events
- Exhibitions
- Face to face discussion
- Lobbying
- Media releases
- Media Conferences
- Newsletters/enewsletters
- Notice boards and posters
- Photographs
- Road shows
- Sponsorships
- Stunts
- Seminars

It is unlikely you will ever use this list which is not exhaustive. It simply opens up some ideas at the variety of communication tools and techniques available. When making choices consider things such as who your audience is, their intellectual ability, geographical boundaries, likelihood of response, etc

Most clubs and associations should develop their own list of audiences and tools and techniques as a template for modification on different campaigns. The following modified list from Jim McNamara's Public Relations Handbook is a good example of a potential list for a national industry organisation.

<b>Target audiences</b>	<b>Tools/ Techniques</b>
<b>Federal Government</b>	Direct lobbying Written submissions Newsletters National media publicity Reports and papers Invitations
<b>Bureaucracy (departments)</b>	Face-to-face contact Briefing papers and submissions
<b>Boards, committees</b>	Circulars and newsletters Publicity
<b>Media</b>	Meetings with editors and journalists Special tours for media representatives Regular news releases, briefs and backgrounders Special industry media kit Invitations
<b>Non-members</b>	Publicity Promotions (e.g. Trade show displays) Membership drives Letterbox drops Special recruiting pamphlets
<b>State community Organisations</b>	Publicity in state or national media
<b>Local community organisations</b>	Publicity in local media Radio and TV community service announcements Displays or stands at city shows Promotional posters, stickers, pamphlets, postcards
<b>Rural communities</b>	Publicity in country media Talks and addresses to local community groups Promotions in conjunction with local shows etc
<b>Schoolchildren</b>	Schools information kits Guest speakers Publications Video films Project materials

### EXERCISE THREE: Planning Your Tools/Techniques

The next step in developing your strategy is deciding how you plan to reach your audiences and how you will target each one.

Consider three or four of the tools and strategy/ies which will work for you and explain why.

audience	communication tools/ techniques	rationale