

COVID-19 Communication Planning Virtual Workshop - 20 March 2020

Why communication planning?

A clear communication plan will ensure your stakeholders remain informed, reassured and clear about what COVID-19 means for them so you retain their trust and confidence.

What will the COVID-19 Communication Planning Workshop cover?

The workshop will give you the knowledge, tools and capabilities to prepare a robust communication plan and materials for your organisation and includes:

1. How to communicate effectively at a time of great uncertainty and fear
2. Setting your communication objectives and strategy
3. Using a communication plan framework to coordinate effectively
4. Identifying and prioritising your stakeholders
5. Developing messages that inform, reassure and drive action
6. Determining the most appropriate communication channels
7. Timing and setting triggers for fast-changing situations
8. Essential communication materials to prepare in advance
9. Coordinating your communication with key colleagues e.g. HR, legal
10. Resourcing and flexing your communication response

A post-workshop 60 minute one-to-one call with an Insignia consultant is also included when you register for this workshop.

When does the next workshop take place?

Friday 20 March 14.00-17.00 GMT

What is the format?

Expert Insignia crisis communication consultants will lead the virtual workshop which you can join from any location whether office or home.

What are the outputs?

- A clearer understanding of how to retain the trust and confidence of your stakeholders during and beyond the COVID-19 outbreak.
- A template plan and practical advice to guide your communication response.

Who should take part?

Anyone involved in planning or executing COVID-19 communication for their organisation.

What type of organisation would benefit from this workshop?

This workshop is relevant to any organisation that needs to communicate with its stakeholders about the implications of COVID-19.

How much does the workshop cost and how do I book?

£350 + VAT for one participant

£150 + VAT for each additional delegate from the same organisation

Email info@insigniacrisis.com to confirm your place at the workshop.

