



Communications Strategies

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02 February 2021



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School for ThinkTankers, February 2021

Introduction

Communications Strategies:

Why & how

Objectives – strategies – tactics

Five components

Exercise – Devise a strategy

Introduction

Session Outline

Interactive

Sensitive information

About Chatham House

International affairs think tank

Founded in 1920

Independent – and transparent

**Our mission is to deliver a sustainably
secure prosperous and just world**

Debate and dialogue

Research and analysis

Credible and trusted

We want to change the world

Solutions-focused ideas

Equality and diversity...

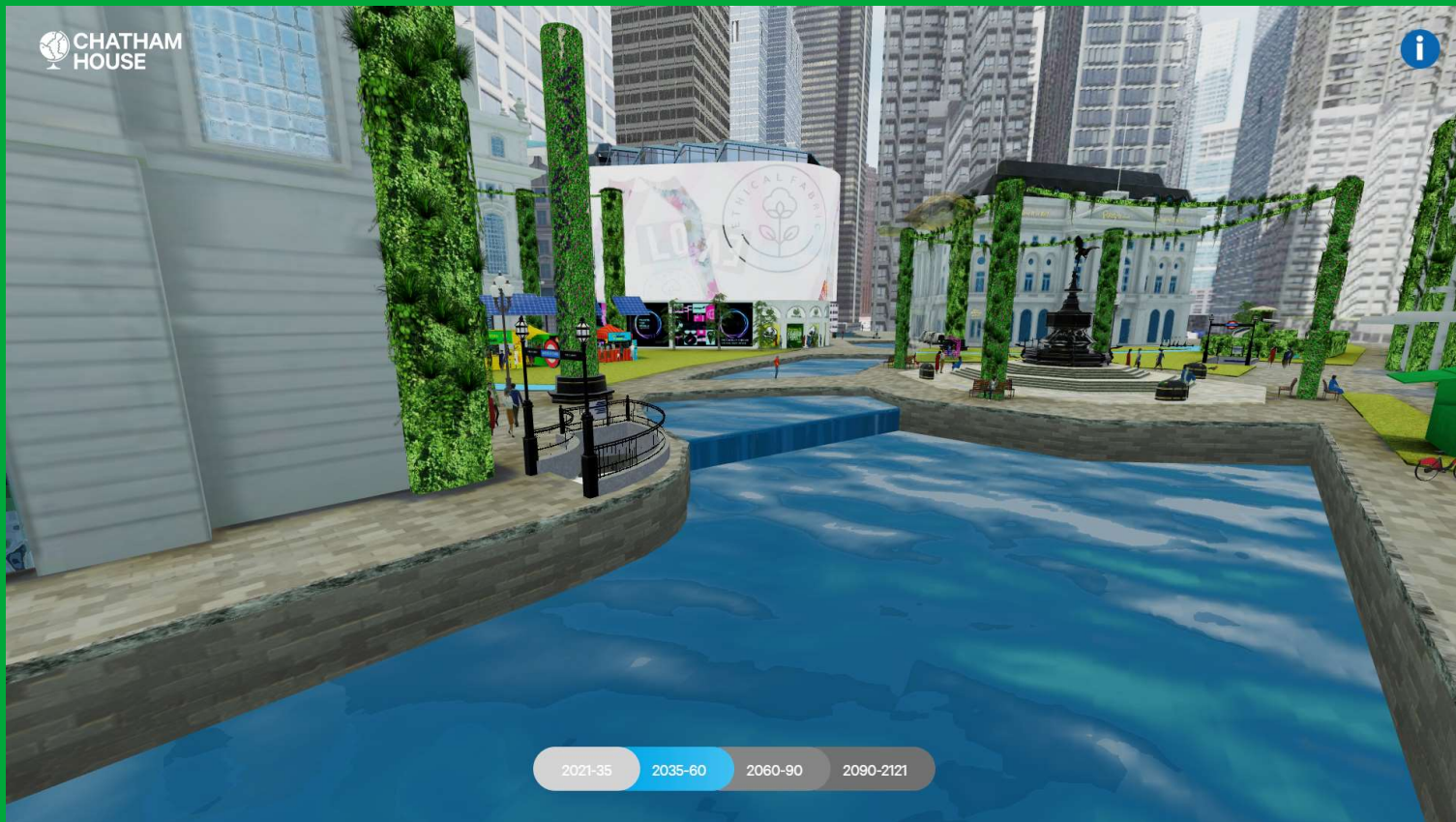
Introduction



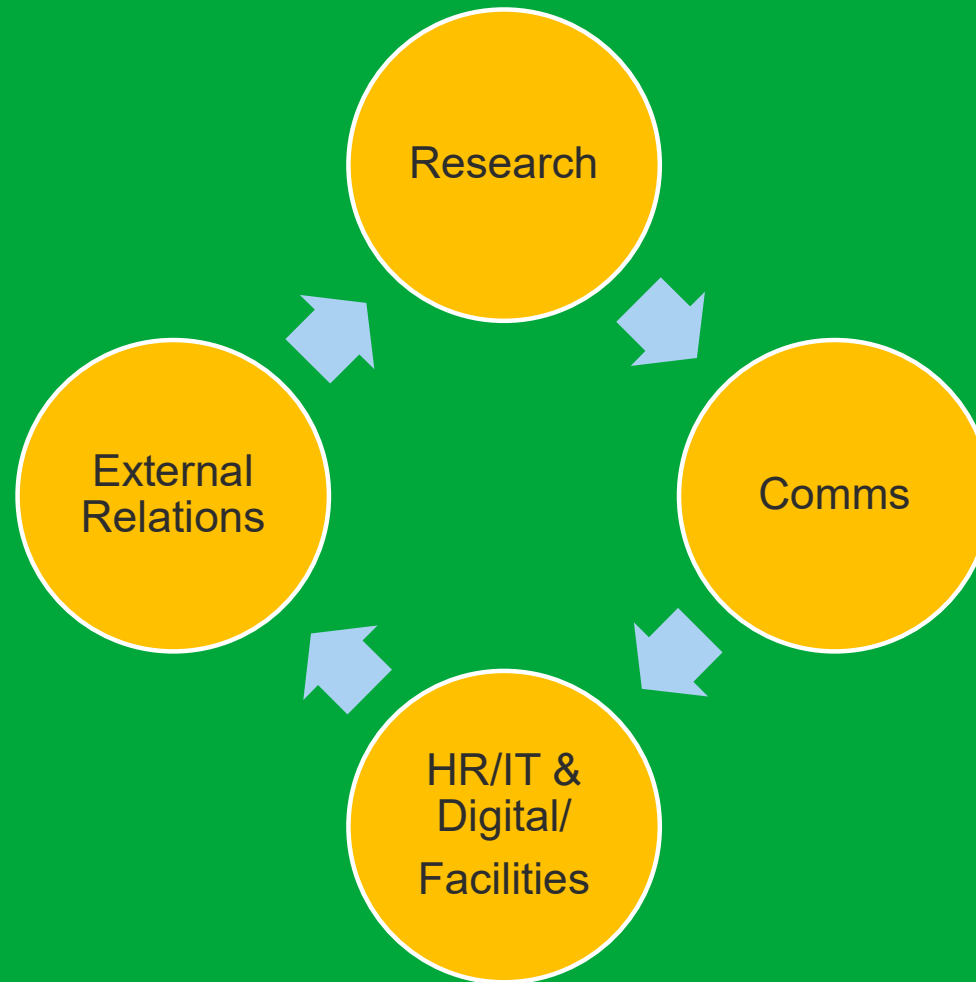
Introduction



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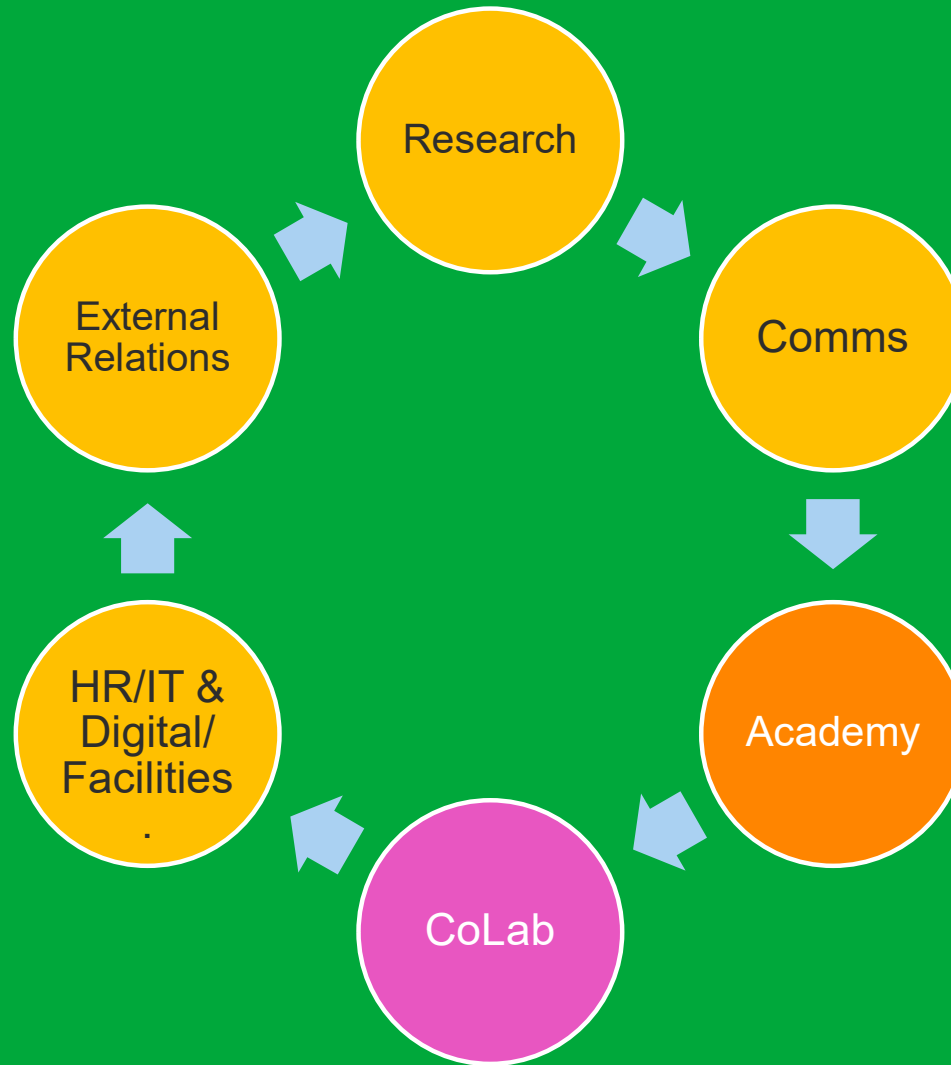


Structure

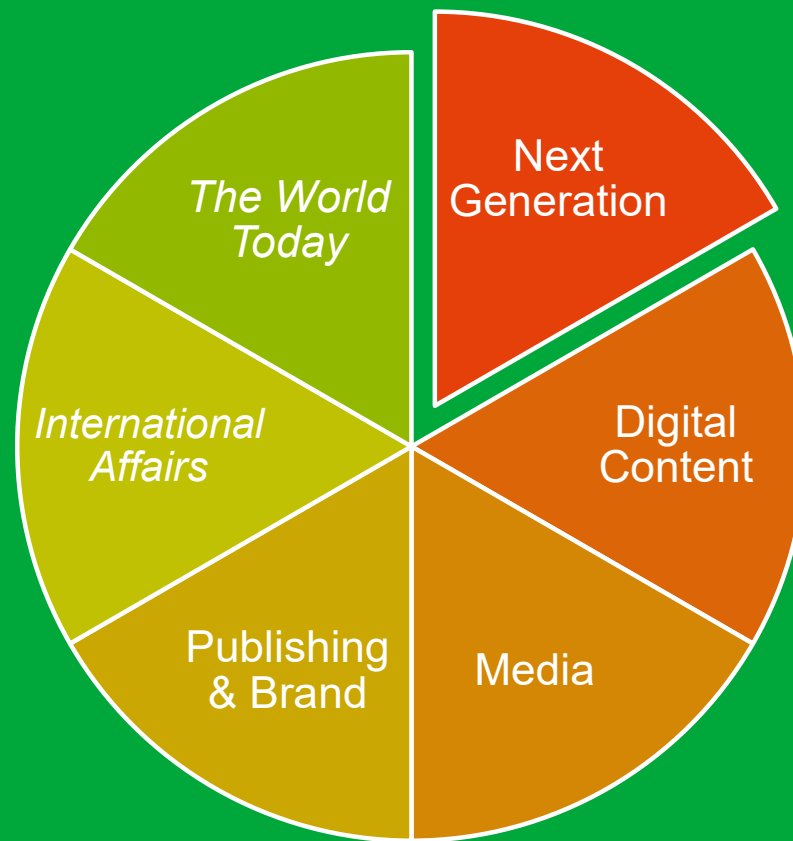


Introduction

Structure



Communications & Publishing



Communications strategies: why and how?

Deliver objectives

Clarity of purpose

Planning

Focus resources

Define audiences

Measure success

Communications strategies: why and how?

Agree strategic objectives

Written plan

Implement and deliver

Evaluate outcome

Learn lessons

Communications strategies

Three elements:

Objectives

Strategy

Tactics

Three elements: Labour Party 1990s

Objectives – win general election

Strategy – New Labour, New Britain

**Tactics – five pledges; seat-by-seat analysis;
policy informed by focus groups**

Three elements:

Objectives – lose 20k

Strategy – eat less, move more

**Tactics – cycle instead of train;
cut chocolate; home cooking;**

- Write it down: report or one page**
- Discuss and argue – be realistic**
- Teamwork – across the board**
- Analysis, understanding and knowledge**
- Action not theory**
- Communications is a means to an end**
- Consistency (with flexibility)**

Four objectives:

- Profile and visibility**
- Outreach for influence**
- Audience-focused**
- Diversify and immerse**

Five components:

Outputs

Audiences

Channels

Frequency

Measurement

Identify your key outputs

Microsite/landing page

Report/long-read

Op-eds/articles

Multimedia/data viz

Social media posts

Events

Who are your target audiences?

Inner circle, members & supporters

Policy makers

Media

Peer groups/think tanks/NGOs

Students/universities

Interested public

Select your channels

Website

Email

Social Media

Media

Events

1-1 meetings

Frequency

Timing

Space to breathe

Flex your approach

Measuring impact

Metrics

KPIs

Surveys

Evaluation

Anecdotal

Reporting impact...

Outreach

Engagement

Influence

Implementation

Devise a strategy for a project...

Write down your objective

Identify a clear & simple strategy

Outline some delivery tactics

Devise a strategy and tactics for...

Objective – Attract a younger, more diverse audience to our events

Strategy ?

Tactics?



Thank You

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