

Learning Labs: Communications Session Schedule and Key Takeaways

July 27, 2017 (Thursday)
2:00 pm- 5:00 pm

Session 1 – Communicating Your Organization Identity through Your Brand

Instructor: Sarah Durham, CEO at Big Duck

Key Takeaways:

1. Understand the key components of your brand
2. How to develop and implement procedures around branding and a style guide

Pre-work: Bring printed or digital communication materials on your organization

In-Session Exercise: Assess your organization brand via your logo and colors, review sample style guides

Homework: TBD

August 8, 2017 (Tuesday)
9:00 am- 12:00 noon

Session 2 – Intentional & Effective Communications Planning

Instructor: Vanita Gowda, Consultant, Strategic Communications & Advocacy

Key Takeaways:

1. How to define communications mission and goals
2. Determining target audiences & key messages
3. Discuss components of communications outreach, including media relations, social media, and publications (print and online)

Pre-work: TBD

In-Session Exercise: TBD

Homework: TBD

September 7, 2017 (Thursday)
2:00 pm- 5:00 pm

Session 3 – Storytelling and Story Gathering

Instructor: Eva-Marie Malone, Senior Coordinator for Capacity Building at The Opportunity Agenda

Key Takeaways:

1. Building on communications strategy developed in prior session, tailor methods of communications using a value based approach
2. How to tell your story on various platforms: oral, online

Pre-work: Read the following: [article one](#), [two](#), and [three](#)

In-Session Exercise: Develop bullet point “story” outline

Homework:



September 13, 2017 (Wednesday)
2:00 pm- 5:00 pm

Session 4 – Tracking Effectiveness of Communications
Instructor: Olivia Marlowe-Giovetti, Account Strategist Whaler at Whole Whale

Key Takeaways:

1. Understand analytics to track in communications
2. Learn how to market your brand & tools to consider
3. Understand return on investment for platforms

Pre-work: Watch video on policies and procedures for communications

In-Session Exercise: TBD

Homework: TBD

September 28, 2017 (Thursday)
2:00 pm- 5:00 pm

Session 5 – Building Compelling Campaigns
Instructor: Vanita Gowda, Consultant, Strategic Communications & Advocacy

Key Takeaways:

1. Discuss various types of campaigns, including advocacy and behavior change campaigns
2. Incorporating communications tactics to engage key audiences
3. Review case studies

Pre-work: TBD

In-Session Exercise: Group exercise

October 12, 2017 (Thursday)
2:00 pm- 5:00 pm

Session 6 – Fostering Internal Communications within Teams
Instructor: Marti Fischer, Principal at Marti Fischer Group

This session will be focused internally to strengthen departmental and inter-departmental communications to promote higher productivity and staff retention. We encourage the cohort to attend but recognize another staff member may wish to attend.

Key Takeaways:

1. Determine your leadership characteristics
2. Understand how to create a “safe haven” working environment for staff
3. Learning communication tools that build trust
4. Techniques for running more productive meetings

In-Session Exercise:

Understanding your Leadership Style

How I Aspire to Lead

‘Making a Team’ Activity

Following Session 6 there will be a celebration and cocktail hour hosted at NPCC from 5:00 pm -6:00 pm at NPCC offices.
