

Marketing Toolkit for Facilitators

This document is to give you an idea of some of the marketing options available to you to promote your upcoming Life! course. If you need any further information email Lisa Embling – lembling@diabetesvic.org.au or call 03 96671734.

Methods/tools

Communications practitioners today are confronted by a wide range of media and tools available for use. Each has its own pros and cons depending on the message content, creative approach, target audience, situation and timeframe, etc. In many cases, a combination of methods/tools is likely to offer the best chances of success.

When selecting methods and tools, consider the following questions:

- What are your objectives? Attitude or behavioural change? Increased knowledge or awareness?
- What are your key messages? Are they short and sweet? Long and complex?
- What target audience/s are you trying to reach? What is their media usage? What media do they most trust?
- How do the competing media compare in terms of audience reach per dollar spent?

Whatever marketing or media are selected, it is essential that the communications material comply with Life! branding requirements.

Major media and tools available include:

- **Advertising**: TV, radio, print, web, outdoors.
- **Publications**: books, brochures, fact sheets, newsletters, posters.
- **Events**: launches, speeches, open days, public events.
- **Media relations**: media releases, media conferences, briefings.
- **Web**: web pages, web advertising
- **Video and film**
- **Direct Marketing** (mail outs)
- **Sponsorship**
- **Consultation**: face to face contact
- **Photos and graphics**

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Advertising

Advertising, involves buying space in media that is separately owned and already has an established audience. In many instances this can also be free of charge if a local relationship is established – also if it is a health message. This is called Community Service Announcements (CSA) and many advertising mediums have a commitment to have a set percentage of CSA.

Please note:

- All Life! advertising needs to be approved.
- All Life! materials for advertising can be drafted and designed by the Life! Team.
- All advertising must comply with Life! branding requirements.

It is usually possible to identify a specific medium which will effectively deliver your message to your target audience. However, it is also important to consider how your message will be received in a particular medium, e.g. what frame of mind will the recipient will be in when they access that medium, how much will the 'clutter' of other advertising affect reception of your message, etc.

Radio, TV and print are the typical mainstream advertising media. They can be expensive if community service announcements is secured, but also be very effective, particularly when used in combination.

Specialist or trade media can be an excellent way to access more specific target audiences. Costs are often less than mainstream media and many publications will accept an editorial in conjunction with advertising.

Outdoor and transit advertising provides good exposure to a wide demographic. Ensuring content and treatment is appropriate for public exhibition is a key issue for outdoor advertising.

Life! has already produced and has available a generic print, radio and TV advert that can be used locally.

Publications – flyers and brochures

Publications are a traditional mainstay of most communications. Although the number of media available to communicators has increased in recent years, the printed word remains a key communications tool.

The main benefits of publications are:

- They are excellent for conveying information at any level of complexity.
- They are convenient for most audiences.
- They are accessible to most audiences.
- They are relatively cheap to produce.
- The recipient can take your information away with them to refer to later.

The shortcomings of publications are:

- They are less effective than some other media for communicating emotive appeals.
- They can necessitate the holding of expensive and bulky inventory.
- They cannot be easily amended, and updating usually involves disposal of existing stock.
- They are slow and expensive to distribute, compared to some other forms of communication (e.g. web communications).

When developing publications, it is important to keep the audience's needs in mind. This is particularly the case where some audience members may have special needs, due to a disability, linguistic background or geographic location within Victoria.

The Life! program has a number of (free) resources for recruitment including posters. These can be adapted to be used locally with local contacts.

Events

Events are an important communications tool for local communities and are often used in conjunction with media relations activity.

Key advantages of events are:

- They can achieve substantial impact for limited cost.
- They can achieve multiple objectives simultaneously (for example, stakeholder management, media coverage and information distribution).
- They can provide a more human 'face' for the product.

Disadvantages of events include:

- The potential for external factors (such as weather, competing news stories, etc.) to influence success or failure. Many very worthy events have failed because of factors beyond the organisers' control.
- They can be very labour intensive.

It is also essential that all staff involved in the event are thoroughly briefed on the topic to look professional and knowledgeable.

Such events can be as simple as a table and display at a local shopping centre, Community Health Centre or RSL. Make sure the event is during a busy time for the venue.

Media Relations

The media are very important in getting your message out and about, as they provide and control the most critical infrastructure through which information can be relayed to other audiences.

However, the media are not simply conduits for information - they select what information will be relayed, how it will be presented, and frequently make comment upon it.

Whilst the relationship between the source and media is often portrayed as hostile, the reality is that most dealings with the media are friendly and professional, and benefit both parties - the media rely on our information for their stories and we rely on media to communicate important information.

The key to dealing successfully with the media is to understand and respect the role they play, and recognise their need for accurate, timely and newsworthy information.

A local angle is often sought by the media. Asking a local doctor, Life! course participant or even a pharmacist to talk about their thoughts or inviting the media along if you hold an event can provide great publicity. Local Leader newspapers are always looking for stories like this.

Online Communications

The advent of online communications via the World Wide Web has impacted on all aspects of communications. While it has not made other forms of communications redundant, it has become an indispensable means of delivery and two-way communications, and an essential adjunct to nearly all communications projects.

As time goes on, the evolving capabilities of Web-based communications will undoubtedly be increasingly leveraged.

Using the Web for communications has many advantages:

- It makes vast amounts of material readily available to those with the appropriate technology.
- It enables more flexibility in information structuring, and sets new standards in useability.
- It can be more accessible to those with disabilities than print.
- It is relatively inexpensive to make information available to large audiences.

The disadvantages are:

- It is inaccessible to people without the appropriate technology (often those people who are already marginalised).
- It isn't a local strategy so there is a lot of wastage – the Web is world wide.

Life! has its very own website which can be easily linked to from other sites (www.goforyourlife.vic.gov.au/life). This could be as simple as asking your local council to promote the Life! website from their home page whilst including a link.

Video and Film

Film and video can be utilised for TV advertising, promotional videos and A/V resources. These can be further leveraged through the use on the Web.

The key advantage of film and video is that it can be a very powerful medium for getting audience attention and influencing attitudes. It is particularly effective for evoking emotional responses.

Its principal disadvantage is that it requires specialised technical skills to plan and implement, and is consequently expensive and time consuming to produce. In nearly all cases, it is necessary to engage a creative agency to assist in producing film/video.

However, with all that in mind, a quality video/dvd can be shown in a GP waiting room or CHC if a relationship with these organisations exists. Life! has a DVD which you can use for waiting rooms.

Direct Marketing

It is now often necessary to use multiple media to achieve the same result. Direct Marketing doesn't just have to be a mass mail out. It can be a letter or brochure dropped in selected mailboxes within your local area. As diabetes is genetic, a message could be about talking to family members.

Advantages of direct mail:

- It can be an effective way of precisely targeting audiences.
- It can be tailored to the needs and preferences of specific audiences.
- It can be very cost effective.

Disadvantages include:

- Effectiveness is heavily reliant on the database used – eg – the accuracy of an addressed mail distribution is often difficult to assess prior to use.
- Many recipients find it intrusive and may resent it.

Sponsorship

Over the last ten years, many larger organisations have become increasingly involved in sponsorship - both giving and receiving. Yet sponsorships don't have to be limited to large corporations, it can be as simple as local football or basketball clubs. Some other organisations to consider include fitness clubs, RSL's and larger employers. The sponsorship can be about them promoting the Life! course with you promoting their business where appropriate.

The benefits of sponsoring are:

- It enables your organisation to show support for local community clubs and/or cause.
- It increases audience engagement with your messages by linking them with an external source of credibility and, in some cases, a human face.

Potential risks with sponsorship are:

- Ensuring you receive value for money.
- Linking your name, reputation and credibility with that of another organisation.

Consultation

Communications theorists have discussed the need for 'two-way' communications between organisations and their stakeholders for many years. Despite this, it is only relatively recently that most have actively sought to consult with the community.

Consultation can take different forms such as public meetings, general practice visits or being a guest speaker at events such as community health centre meetings. As such, many of the skills and methodologies of event management may be of assistance when implementing consultation.

Consultations require approval to be in the venues where the consultation is taking place. Pre-approval from the practice nurse should be sought for consultations in a GP waiting room.

Photos and Graphics

Photographs and graphics can be the key to successful communications - after all, 'a picture tells a thousand words'.

Local advertising often looks for local pictures to compliment editorials or advertising. Be sure to have a camera handy to take high resolutions pictures (to allow usage in all sizes) if you are holding an event. These pictures can also be used in flyers, brochures and posters.

Your Guide to Event Management

Successful event management requires both a keen eye for detail and a systematic process of planning, organising and implementing. The purpose of this Guide is to outline some of the major steps involved in organising an event.

Event Management Checklist

Here is a checklist of the major elements to be considered when organising an event. While this detailed list covers a major event, many points can be applied to smaller events such as a table at a shopping centre. This checklist provides a starting point for the planning process; some steps can be skipped, depending on the type of event you are planning.

Preliminary Planning

- determine the messages to be conveyed at the event
- select the target audience, determine whether the event is by invitation or if it is advertised and ticketed, i.e. is it a private or public function?
- set the date for the event
- plan the program—e.g. master of ceremonies, speakers, entertainment, etc.
- decide on the protocol for the opening speech or ceremony
- define the budget if any

Staffing

- develop an action plan, including deadlines and areas of responsibility
- specify staffing requirements and identify available resources
- ensure staff are fully briefed on their roles and responsibilities
- assign staff responsible for meeting and greeting official guests

The Venue

- select a site/venue suitable for the anticipated number of guests and character of the event
- investigate lighting, audio visual, staging and power requirements
- consider the availability of public facilities, i.e. toilets, telephones and public transport
- if the venue is outdoors, investigate shade and shelter areas, check local council requirements and obtain the necessary permits
- arrange table settings, floral arrangements and signage as required
- arrange directional signage

Equipment Hire

- make a list of equipment requirements: registration table, audio visual equipment including microphones, CD player, overhead projector, lectern, chairs, screens, costumes, etc.—obtain competitive quotes
- ensure the individual needs of each of your speakers is covered as they may differ, i.e. one may have overheads and another a Powerpoint presentation (some venues require that all equipment be arranged directly through them)
- Catering
- determine catering needs; they will depend on the time of day and the type of function e.g. afternoon tea—finger foods, dinner—three course meal, etc.
- budget allocation will also influence the catering arrangements for the function (most venues have their own in-house catering arrangements)

Guests

- prepare a guest list for mailing invitations
- prepare advertising if the event is ticketed to the general public
- prepare seating arrangements, names on place cards or reserved sections (if required)
- arrange registration process (if required)

Publicity and Promotion

- prepare printed invitations
- advertise and promote the event
- consider how RSVPs will be handled—by phone, fax, mail, email?
- follow up invitees 1–2 days before the event to confirm numbers
- arrange signage, displays, back drops, etc. at the event
- arrange videotaping of the event or a photographer
- liaise with relevant departmental media unit
- arrange media contact list (if required)
- prepare media release (if required)
- prepare printed program (if required)
- prepare presenters' speech notes
- distribute a running sheet to speakers, relevant venue staff, including catering staff and audio-visual staff etc.

Prepare a running sheet—this will detail the flow of events and times in which they are scheduled. The running sheet will outline the times that the event will start, speakers will appear, presentations will be made, meals will be eaten and any other official proceedings. This should be given to the people listed above so that the event will flow smoothly and equipment can be prepared in advance. It will reduce the likelihood of delays.

Event Checklist

Event:	
Date:	
Time:	
Location:	

Planning	Who	When	Complete ✓
Set up project team			
Decide on event components			
Establish budget			
Prepare written event strategy			
Plan evaluation strategy			

Guest Speakers	Who	When	Complete
Confirm master of ceremonies			
Confirm guest speakers			
Brief speakers			
Prepare speeches			
Finalise running order			

Invitations	Who	When	Complete
Finalise invitation design			
Prepare guest list			
Organise RSVP arrangements			
Print invitations			
Mail out invitations			
Finalise guest list and numbers			
Prepare name tags			

Venue	Who	When	Complete
Choose and book venue			
Organise Caterer			
Request menu selections			
Confirm food and timing of catering			
Organise tables/cloths/crockery/glassware for catering			
Organise seating			
Organise table for registration/info			
Arrange separate room for speakers or media			
Organise car parking for Minister etc.			
Organise other car parking			
Organise water for speakers			
Book photographer/video			

Technical Equipment	Who	When	Complete
Microphone (lectern, roving, lapel etc)			
PA System			
Lectern			
Overhead Projector			
Overhead Screen			
Overhead Stand			
Powerpoint Projector			
Powerpoint Screen			
Lap Top Computer			
Slide Projector			
Video Projector			
Video Screen			
Technician			
Lighting			
Stage			
Extension Cords			
Adequate Power			
Power Points			

Signage	Who	When	Complete
Backdrop			
Lectern Sign			
Foyer Display			
Other Display Material			
Directional Signage			
Street Signage			

Media	Who	When	Complete
Write media release			
Prepare media kit			
Arrange area for media interviews			
Organise splitter box for media			
Receive/greet media representatives			

At the launch	Who	When	Complete
Prepare running sheet			
Prepare list of roles and responsibilities			
Staffing registration table			
Staffing any associated display			
Reserve front rows for special guests			
Receive/greet Minister and speakers			

Information Materials	Who	When	Complete
Launch/Event document			
Prepare program			
Arrange kit folders needed			
Collate information to be handed out			
Arrange pads and pens if required			
Organise post-event distribution of publications			

For further information on marketing of Life! call:
 Lisa Embling
 Social Marketing Manager
 0396671734 or email lembling@diabetesvic.org.au