

## **Black Health Agency – Communications Strategy**

### **Communications Workshop**

9-11.45am Wednesday 2 February 2005

Delivered by Rowan Atkins, Marketing & PR Consultant, nornir

#### **Introduction**

- Background on communications strategy
- Aims of this workshop

#### **Marketing Objectives**

- What are the aims of the communications strategy?

#### **BHA's Past & Present Communications**

- External communications & messages
- Internal communications & messages
- Current visual identity
- Frequently Asked Questions
- Competitor communications

#### **Target Groups & Services**

- BHA's services
- Which target groups are using each service?

#### **Messages**

- BHA's Vision
- Brand values & tone of voice
- Unique Selling Points
- How is BHA currently perceived?
- Key messages

#### **Public Relations (PR)**

- Introduction on PR
- Types of press enquiries
- Target media
- Events to have presence at
- Award schemes to enter

#### **Time Schedule**

- Time line for Communications Strategy