

# Planning to Communicate

NEOS Mini-Conference  
The King's University College  
June 4, 2004

- Marketing and communication
- The communication plan

# The Marketing Mix and the Central Phone Line

- Product
  - Price
  - Place
  - Promotion
- 
- People
  - Processes
  - Physical Evidence



# C is for Customer

Product	Choice
Price	Cost
Place	Convenience
Promotion	Communication
People	Care
Processes	Corporate Competence
Physical Evidence	Consistency



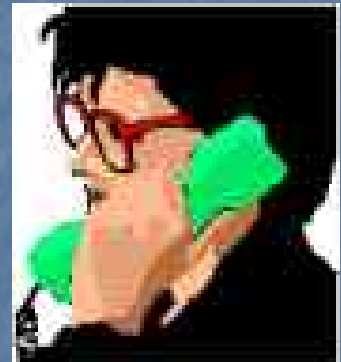
# AIDA Model of Communication

- Attention
- Interest
- Desire
- Action



# Building the Communication Plan

- Who are the stakeholders?
- What message are we sending?
- How should we communicate?
- When and how often will we communicate?
- Feedback?



## Draft Communications Plan – Library Services Regionalization

Action	Timing	Responsibility
Work with graphic designer on concept for poster and give away items	February	Tobie, Public Affairs
Email to all UAH staff regarding the trial of the central phone line.	Week of Feb 16	Tobie, Public Affairs
Notice on UAH Intranet regarding the trial of the central phone line.	Week of Feb 16	Tobie, Public Affairs and Librarian
Article in Site Specifics newsletter	February	Tobie, Public Affairs and Librarian

# Communication Methods for Internal Marketing

- Meetings
- Reports
- Memos
- Notices
- Newsletters
- Presentations
- Letters
- E-mails
- Telephone calls







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# Reasons to Communicate

- To disseminate information
- To build relationships
- To give specific instructions
- To share ideas and values
- To negotiate
- To discuss
- To motivate
- To persuade
- To seek feedback

