

10 ELEMENTS OF SUCCESSFUL COMMUNICATION STRATEGY

Anastasia Nurzhynska

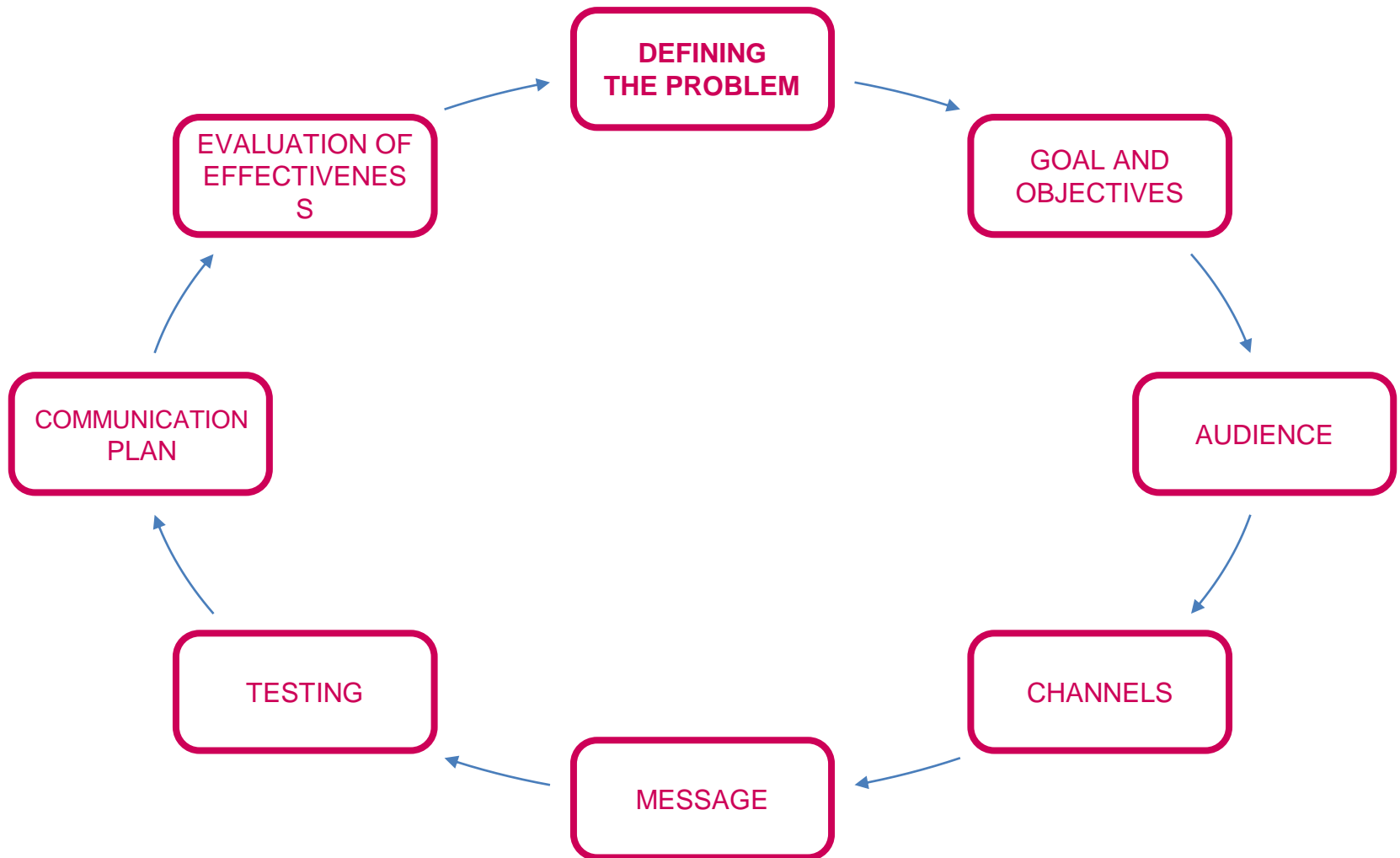
INFORMATION

- what is going **OUT**

COMMUNICATION

- what is going **THROUGH**

LOGFRAME OF COMMUNICATION STRATEGY



Build a STORY

- Go from **ACTIVITIES** to **IMPACT** on people's lives
- **ENTERTAIN** or provide **PRACTICAL** information
- Get **INSPIRED**

 <https://www.theguardian.com/culture-professionals-network/communications>

WINTER IS COMING...

WINTER WEATHER Checklist

Keep at least a 3-day emergency supply and a two-week supply if you live in a hard to reach area. Include:

- Rock salt to melt ice on walkways.
- Sand to improve traction.
- Snow shovels and snow removal items.
- Sufficient heating fuel.
- Clothing and blankets to keep warm and avoid hypothermia and frostbite.
- Store a good supply of dry, seasoned wood for your fireplace or wood-burning stove.

Make a Family Communications Plan. Know how to contact your family members in an emergency.

Be alert to changing weather conditions

- Listen to a NOAA Weather Radio or local news for critical National Weather Service (NWS) information.
- Learn about [Wireless Emergency Alerts](#).

Weatherize your home

- Maintain heating equipment and chimneys by having them cleaned and inspected each year.
- Install a smoke detector and a battery-operated carbon monoxide detector. Remember to test and replace batteries.

Prepare Your Vehicle

- Minimize travel and plan ahead. If you must drive, keep others informed of your schedule, stay on main roads, and avoid back road shortcuts.
- Keep a near full gas tank to prevent the fuel line from freezing.
- Update the vehicle's emergency kit with a shovel, windshield scraper, extra clothes and blankets, an emergency flare, and rock salt/sand.



Centers for Disease
Control and Prevention
Office of Public Health
Preparedness and Response

EMERGENCY.CDC.GOV



BE READY.

Culture Matters, so be an Ambassador and Spread the Word

THE CULTURAL AND CREATIVE INDUSTRIES ARE:



The generator of **€11 million** an hour in **2014** in the UK

Third **biggest employer** in EU



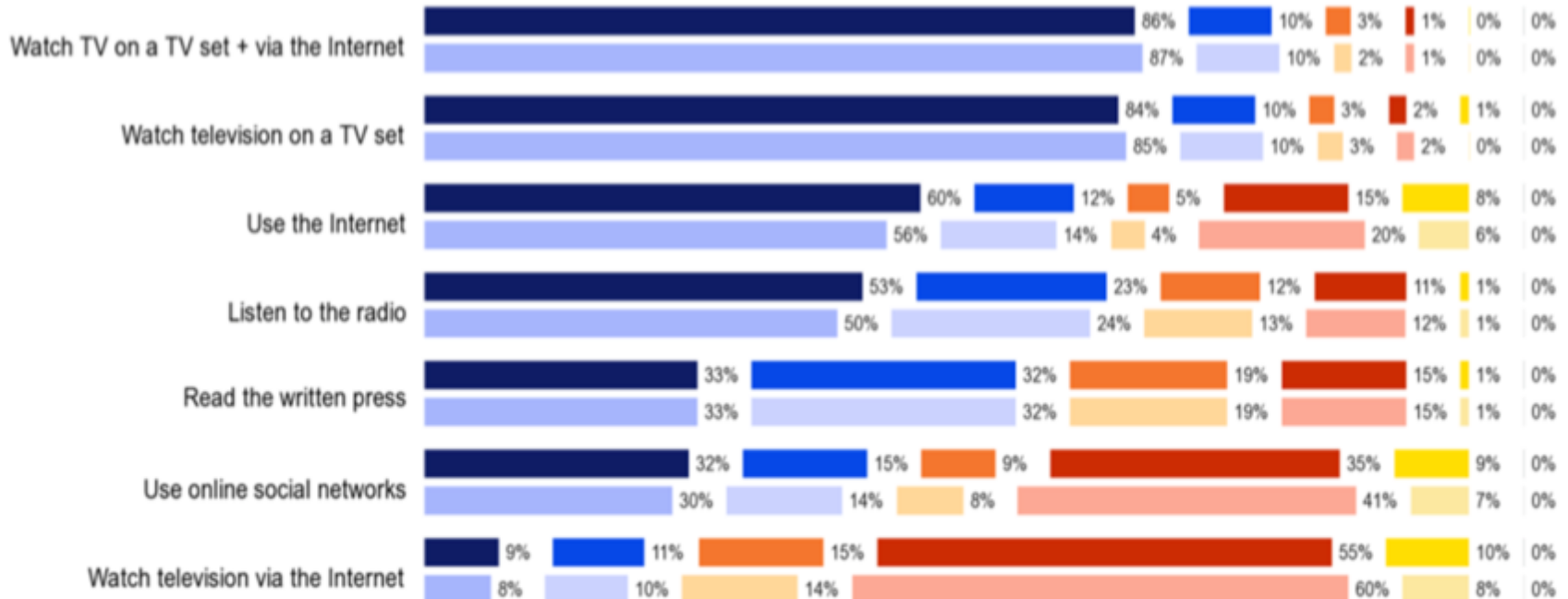
Providing **2.5 times more**
jobs than car makers

Employing **more young people** than any other sector

Know your AUDIENCE

- Don't try to “address **EVERYONE** about **EVERYTHING**”
(general audience)
- **TAILOR** objective – channel – message to each target audience

Could you tell me to what extent you...



EB82 Aut. 2014

EB80 Aut. 2013



REACH your audience

- **Explore** how they

CONSUME INFORMATION

**JAN
2016**

SLOVENIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

**2.07
MILLION**

URBANISATION: 50%

FIGURE REPRESENTS TOTAL NATIONAL
POPULATION, INCLUDING CHILDREN

ACTIVE
INTERNET USERS



we
are
social

**1.50
MILLION**

PENETRATION: 73%

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL
MEDIA USERS



we
are
social

**0.85
MILLION**

PENETRATION: 41%

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

MOBILE
CONNECTIONS



we
are
social

**2.34
MILLION**

vs POPULATION: 113%

FIGURE REPRESENTS MOBILE
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE
SOCIAL USERS



we
are
social

**0.66
MILLION**

PENETRATION: 32%

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

Facebook stats - Media in Slovenia

0 Shares

- Overview
- All Pages
- Brands
- Celebrities
- Community
- Entertainment
- Media**
- Place
- Society
- Sport



Largest Audience

Radio 1



Total fans
227 525

Slovenske Novice



Total fans
180 241

24ur.com



Total fans
175 308

with MEDIA

- Use **INDIVIDUAL** approach to journalist
- Give them **WHAT THEY NEED**
- Be in **TREND** or create new **TREND**
- Create **PARTNERSHIPS**

РЕПОРТЕР



ИГРА СОГНЕМ
КТО ОТВЕТСТВЕН
ЗА ВОЙНУ В УКРАИНЕ?

ПЕЧАТ ДЛЯ ЧЕТЫРЕХ
РАСЧЕТА: 100
ИЛИ ПОДРОБНОСТИ

УДОБНИК ИЛИ БОИЩА
ПОСЛЕДНИЙ ДОЛЖЕН БЫТЬ
ПОСЛЕДНИМ

НВ **НОВОЕ
время**

Операция
Донбасс

Как глава РФ
Владимир Путин
и его президент
Борис Янукович
раскалывают
Украину

Корреспондент



ИНОСТРАН РЕГИОН

ждень

**FAKE
YOU**

Российские пропагандисты
раскалывают Украину

країна

ЧЕРЕЗ ПЕРЕКОУ
**кримчани
плакатимуть,**
дипломатсь
НА УКРАЇНСЬКІЙ ПРАГОР

ФОКУС

ЕСТЬ ЕЩЕ
ПОРОС

**НАШЛА КОСА
НА КАМЕНЬ**

Непуганое поколение

Топ-10 людей, которые состоялись
в украинской культуре
еще в возрасте
до 30 лет



НАТА
ЖИЖЧЕНКО,
музыкант

АЛЕКСЕЙ
ШМУРАК,
композитор

КАТЕРИНА
БАБКИНА,
писательница

ЕВГЕНИЙ
ШИМАЛЬСКИЙ,
организатор фестивалей



Aktualno

RSS Kaj je RSS?

Televizija Slovenija

Radio Slovenija

+ Dodaj vsebine na stran

Povrni nastavitve

Kolumne



Slavko Jerič, MMC
Prihod Joseja Mourinha v United pika na i prihajajoči sezoni



Andrej Gustinčič, TV Slovenija
O filmu Psi brezčasja: trdo kuhana Slovenija



Špela Kožar, TV Slovenija
Kulturniki tečejo štirinajsti krog

Več kolumn ...



MMC priporoča



Posvojite žival:
Loulou iz španskega zavetišča prihaja v Slovenijo



Saul Williams: Ne vlečem črte med poezijo in slam poezijo



"Pred težavami v rejništvu si ne zatiskamo oči, ampak jih skušamo reševati"



Znane nagrajene fotografije natečaja na Živalskem otoku



Gostilna išče šefa



Državne ustanove same spodbujajo dumpinške cene storitev čiščenja. Za stiske delavc se ne zmenijo.

Slovenija si prizadeva za čimprejšnjo izpustitev Križnarja

Kaj se dogaja v Tešu? Tudi četrti blok izpadel zaradi domnevno...

Foto: Obama na zgodovinskem obisku v Hirošimi

Kitajci bi težave s prometom reševali z drsečim avtobusom



Kaj se dogaja v Tešu? Tudi četrti blok izpadel zaradi domnevno namerne poškodbe

V Holdingu slovenske elektrarne so ugotovili, da je v Termoelektrarni Šoštanj nekdo povzročil namerno okvaro tudi v četrtem bloku, potem ko je neznanec pretekli teden že povzročil okvaro šestega ...



Uspešna pot Iskraemeca v egiptovskih rokah



Francozi zaradi stank v vrstah za bencin



Kot kaže, je na letalu Egyptaira odjeknila eksplozija



Radio GA - GA

Oglasno sporočilo

Tehnologija, ki ji zaupa celo NASA

Nastavitve zasebnosti



[Novice](#) [Svet](#) [Gospodarstvo](#) [Mnenja](#) [Šport](#) [Kultura](#) [Znanje](#) [Prosti čas](#) [Multimedija](#) [Naroči se](#)

[Se na Delo](#) | [Kaj razkrivajo #panamapapers? Spremljajte v dosjeju](#) | [Naročite se na Delo](#) | [Kaj razkrivajo #panamapapers?](#)

[Sobotna](#) [Ozadja](#) [NeDelo](#)

Obama v Hirošimi: Smrt je prišla z neba in svet se je spremenil



Mo. B., 11:32

Barack Obama je prvi ameriški predsednik, ki je obiskal Hirošimo.

Mnenja in blogi

- 

“ Med gredicami: Jagode
Ne le solata, v slast gredo polžem tudi zoreče jagode. Teh je na vrtu sedaj v izobilju. ”
Urban Červek
- 

“ Povsem razkosana kokoš
Edini spremenljivki v občinah sta blaginja in revščina: prva se zmanjšuje, druga povečuje. ”
Polona Malovrh
- 

“ Jan na vratih raja
Bo šlo v tretje Slovincu rado? Letos se zdi vse mogoče. ”
Miha Hočevar

Preberite tudi: [Vsi smo Japonska, vsakdo po svoje](#) | [V imenu boginje Sonca](#) | [Skupina G7 danes o razmerah v svetovnem gospodarstvu](#) | [Razmere v svetovnem gospodarstvu na vrhu seznama priorit](#)



Most bo podprl nezaupnico podpredsedniku vlade Karamarku



Poškodovan tudi četrti blok Teša
Štirica je menda namerno poškodovana, primer že preiskuje policija

BREZPLAČEN PREGLED ZA LASERSKO ODPRAVO DIOPTRIJE



NAROČI SE >

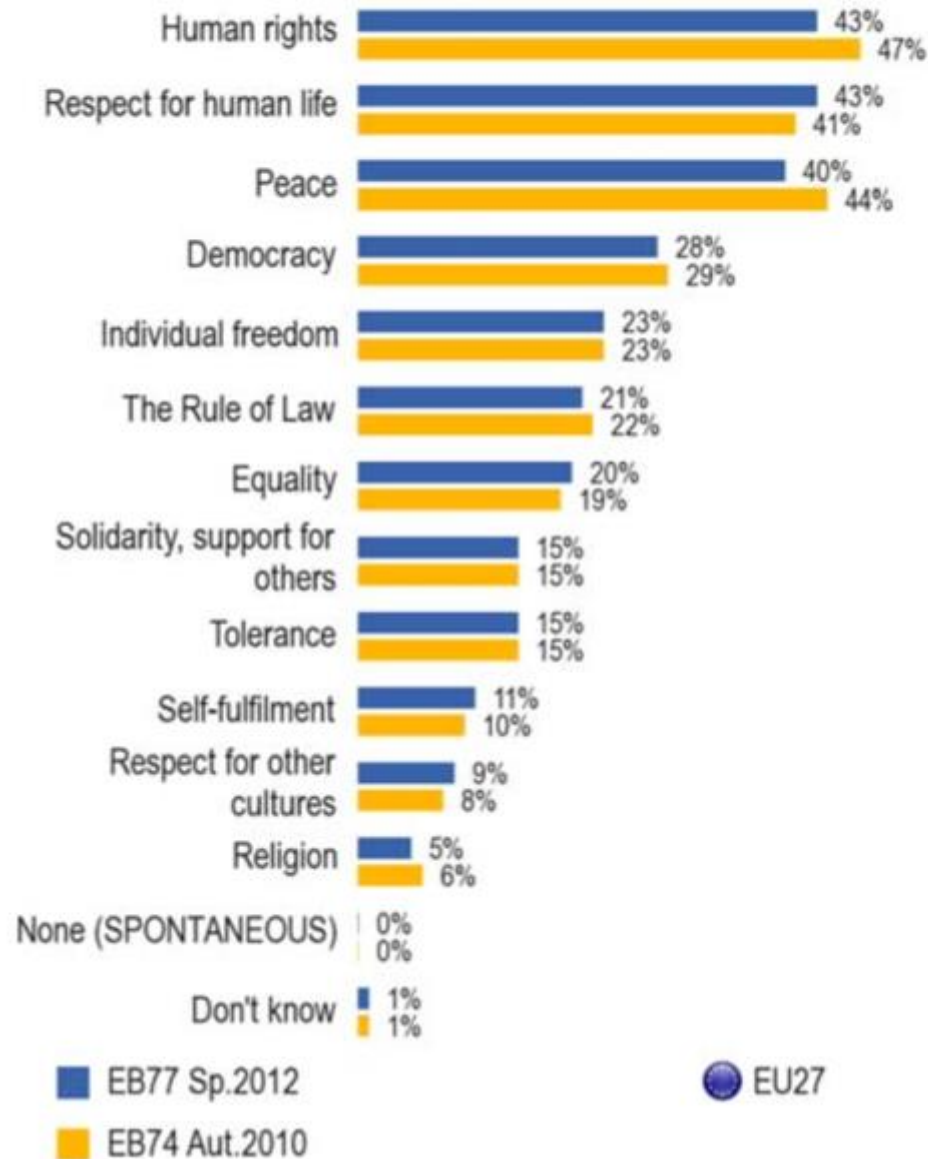
L. Cerklje ob Krki ob 12:00, 25°C delno oblačno

Prometne informacije

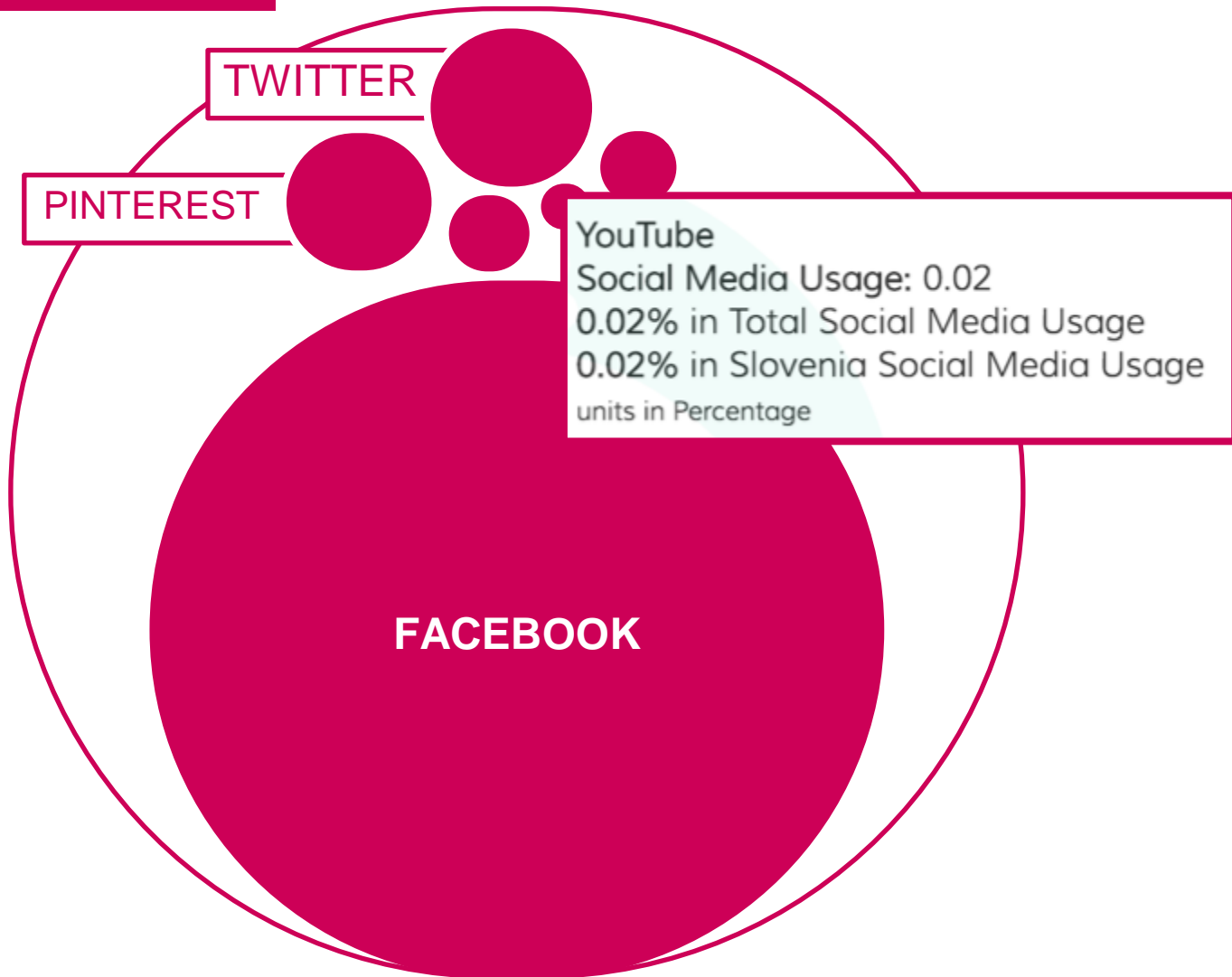
without MEDIA

- **CONTACT DIRECTLY** your audience
- Identify **INSIGHTS**

QE2. In the following list, which are the three most important values for you personally?



Mobile Social Media Usage Statistics in Slovenia



Make your TEAM to become a brand ambassador

- Create shared **VISION**
- Use and promote **EXPERTISE**
of your team members



TOOLS











8 KEY RULES FOR EFFICIENT MANAGEMENT OF CULTURAL PROJECTS

Team of experts of the EU-Eastern Partnership Culture and Creativity Programme shares 8 key rules for efficient management of cultural projects from strategic, cooperation and communication prospective.

Encourage SPILLOVER effects

- Involve **OPINION LEADERS**
- **BRIDGE** different sectors

Facebook Pages Stats in Slovenia

1		Official Chelsea Slovenia Supporters Club	4 089 182
2		UMEK	2 436 876
3		Cockta	689 331
4		Tina Maze	468 512
5		Evo 7 načina kako da se vaša simpatija zaljubi u vas.	458 066
6		Akrapovic Exhaust System	394 557
7		Ono sto nas ne ubije to nas jaca.	365 687
8		Proteini.si	295 310
9		Rok Bagoros - stunt rider	294 549
10		Goran Dragic	293 000

Go INTERNATIONALLY

- Open **NEW MARKETS** (EaP)
- **NETWORK** (events, associations)

Find partners

1. Join a professional network
2. Attend international events
3. Follow **projects already funded by Creative Europe**
4. Add information about yourself to existing databases
<http://www.creativeeuropeuk.eu/find-partner>
CEDs Partner Search Databases: [Italy / Poland / Serbia / UK / Slovenia](#)
5. Turn **attention to your project**

Contact me

<https://www.facebook.com/anastasiya.trotska>