

Up next at 10.05am...

Communication Really is Key –
Luke Simmonds (Senior Media &
Communications Officer)

COMMUNICATION
REALLY IS KEY







A goal
without a
plan is only a
dream

**WHO
IS YOUR
AUDIENCE**



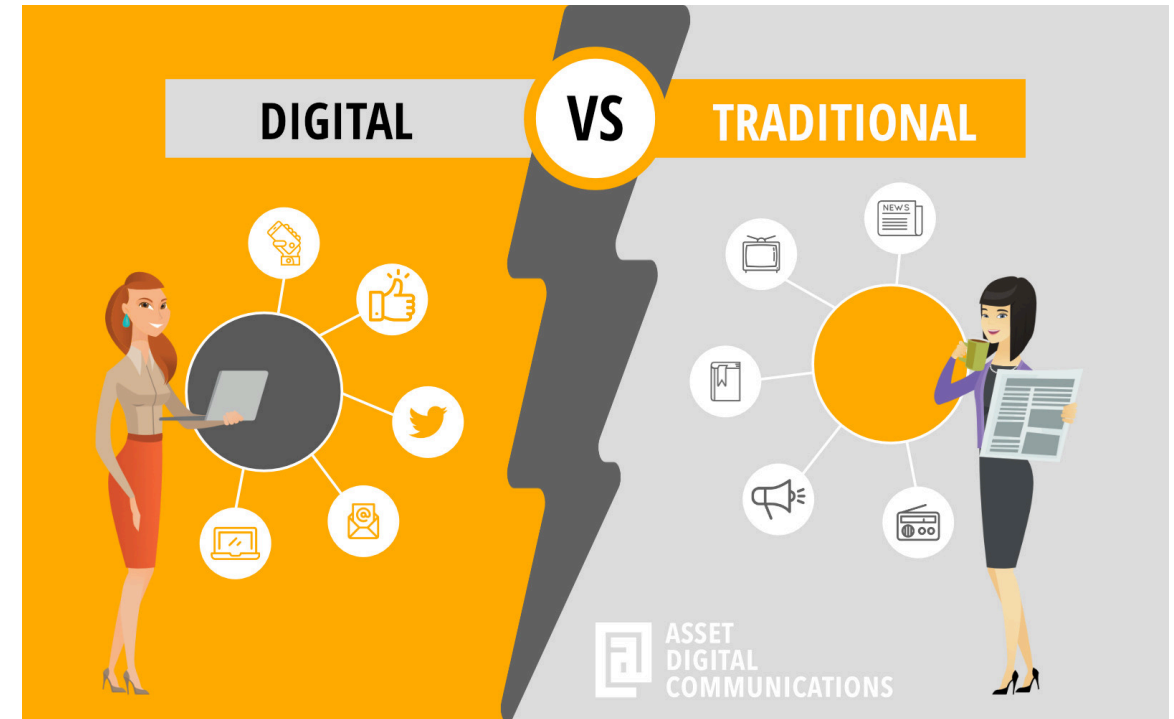
Cut through
the cr*p

Use the right channels

Personalisation

Create quality content

Choose your channels



Golden Rules

Don't bury the info

Consistency = Trust

Timing is important

Purpose

It's a two-way street

Questions

