

Voice and Visibility

Making yourself heard

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CIM



Speaking up for the profession

- Who are you?
- What is your role?
- Who are your stakeholders?
- What do you want of them?
- What do they want?
- What should you say to them?
 - When?
 - How?

Towards a strategy
Corporate Objectives & Principles

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Mission and Objectives

To develop the profession and those who work within it for the benefit of the economy and society

- To significantly increase the number and variety of marketing **Professionals** supported by and engaging with CIM
- To represent the marketing **Profession** delivering thought leadership, professional development and an authoritative voice
- To be recognised by **Business** as the 'first port of call' for improved performance through enhanced marketing capability and embedded best practice
- To be the champion of responsible marketing practice and the trusted voice for the **Public** as consumers

Brand

Collective marketing intelligence

Our opportunity

The future vitality of marketing rests on the ability to constantly harness, integrate and act on collective intelligence.

Our brand vision

Our vision is for marketing to be recognised as playing a pivotal role in business, constantly harnessing, integrating and acting on collective intelligence.

Our brand role

Catalyst of collective intelligence

Our brand values

- Authoritative
- Intelligent
- Open and optimistic
- Catalyst

Principles – building a strategy

- Support corporate objectives
- Live the brand
- Practical focus - don't over-think it
- Joined-up across the organisation

Principles – EA delivery

- Current
 - what we say is up-to date & relevant
- Clear
 - the message is explicit and uncluttered
- Cogent
 - well targeted and persuasive
- Consistent
 - Coherent brand with consistent messages

Components



- Overall mandate
- Who – broad groups to engage
- Why – objectives
- Proposition / offer
- What to say – Key messages

- Who & how to engage / what to do
- When to engage
- Who will lead
- Budgets

- Delivery
- Partner / in house mix
- Internal / partner relationships
- Joined-up planning
- Joined up delivery
- Monitor & Review

Making it work

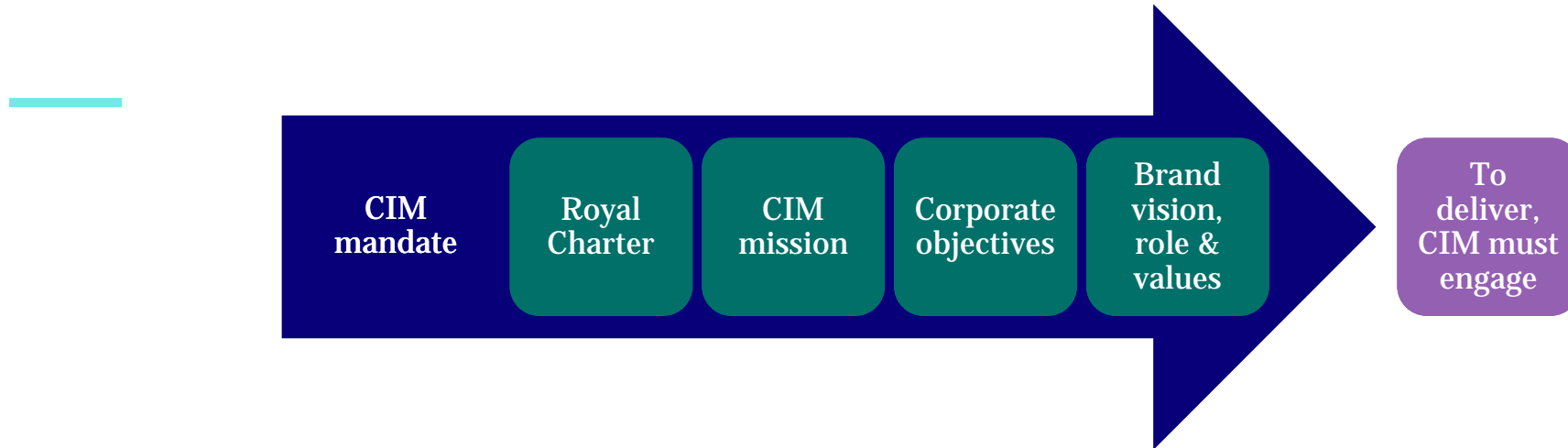


Strategy

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CIM's mandate sets the broad objectives



And calls for an external voice

Who to engage – target groups

CIM's mandate sets out

- Marketing profession
- Business
- Public

Key actors

- Government
- Partner bodies



Why engage a target

- Don't engage without a reason and an offer
 - Resource is precious
 - Reputation and brand are vital assets

This means

- For each target, need
 - Clear engagement objectives
 - Clear offer / proposition (what's in it for them?)

Setting objectives and offer

Need:

- Consistent approach to decisions
 - Maintain focus on corporate objectives
 - Unified and coherent voice across CIM
 - Protect brand

- Framework to guide:
 - Planning ahead
 - Tactical response to issues and new targets

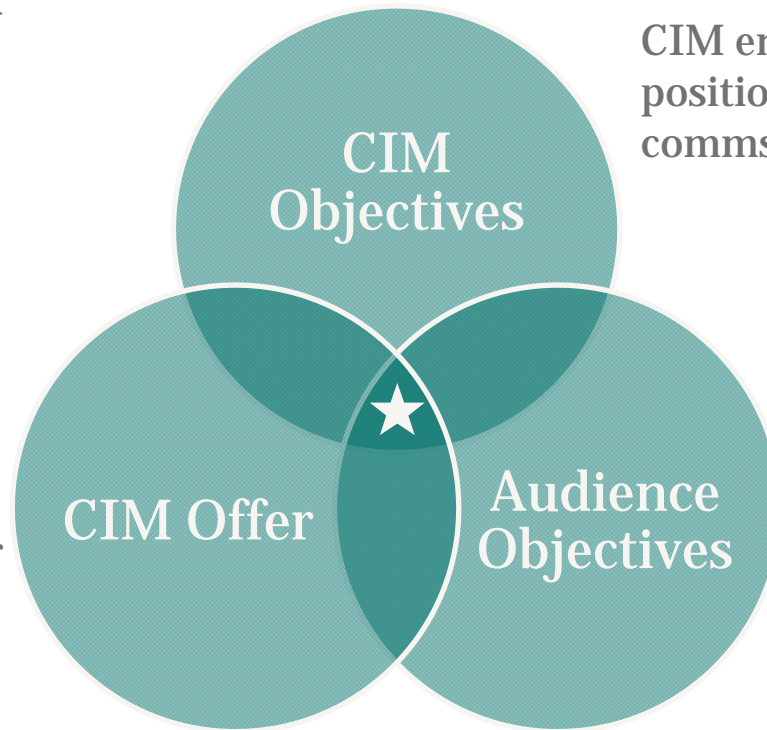
Points to a simple model

Do we Engage? – decision model

For a target / topic:



CIM offers unique / distinct perspective or expertise.



CIM engaging / taking a position will further corporate, comms or PR objectives

CIM objectives align with interests/objectives of the target

Key target: Government

Strategy

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Who - not one group



Ministers



Civil
service



Parliament/
Assembly

Who - detail

- UK Parliament
 - MPs and Lords
- The Executive
 - Ministers
 - Civil service
 - NDPBs & Agencies
- Devolved administrations
 - Ministers
 - Civil service
 - Assembly / Parliament members
- Local authorities

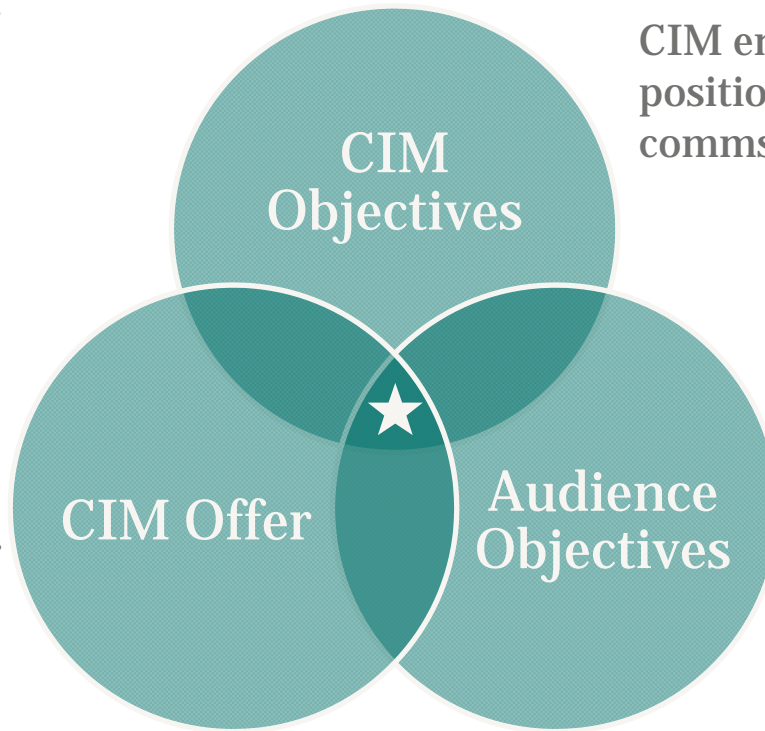


Engagement model

For a target / topic:



CIM offers unique / distinct perspective or expertise.



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CIM objectives align with interests/objectives of the target

CIM Objectives

CIM Corporate

Represent the Profession

Seen as go-to place for improved business performance

Champion of responsible marketing & trusted consumer voice

Government specific

Key decision-makers trust and respect the marketing profession

Influence relevant gov't policy in a timely fashion

Gov't decisions consider how responsible marketing adds value & understand consequences for marketing

To do this - must become

Trusted advisor to government and politicians

Recognised as opinion leader and standard-setter

Government's Objectives

- Business Growth
 - Economic/Region growth
 - SMEs
- Skills, Education & Employment
- Fair Markets
- Consumer Protection
- Effective Government



Headline policy



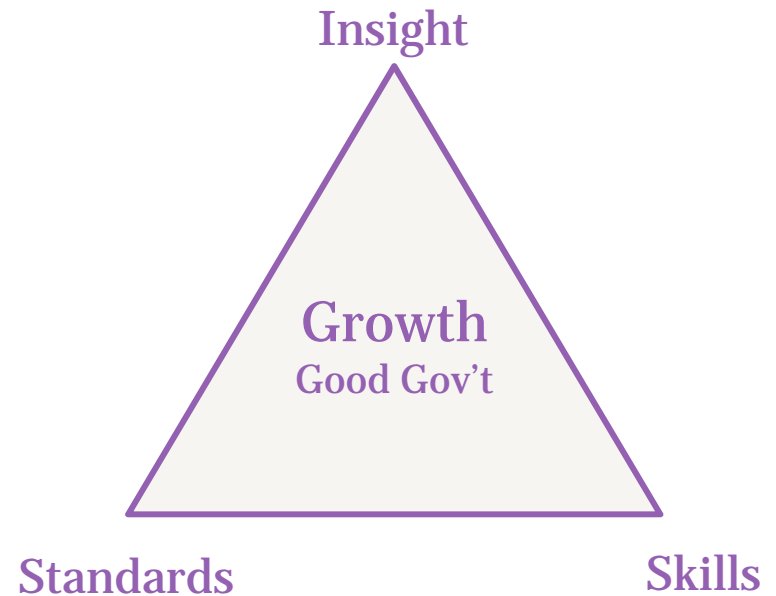
Mechanics

Offer to Government

- Insight
 - Consumer / business relationship
 - Best practice

- Standards - CIM USP
 - Ethics and consumer focus
 - Effective and fair competition
 - 'Brand Britain'

- Skills
 - Adding value to business and government
 - Uniquely employer-led, flexible offer



The criteria together

Gov't Objectives

- Business Growth
 - Economic/Region growth
 - SMEs
- Skills, Education & Employment
- Fair Markets
- Consumer Protection
- Effective Government

CIM Objectives

- Represent profession
- Business performance
- Responsible marketing/consumer voice
- Government Understands Marketing
- Influence Policy where relevant
- Policy takes account of marketing
- Trusted adviser
- Opinion leader

CIM Offer

- Insight
 - consumer/business
 - Best Practice
- Standards
 - Ethics / consumer
 - Fair competition
 - 'Brand Britain'
- Skills
 - Employer focus
 - Efficiency & growth

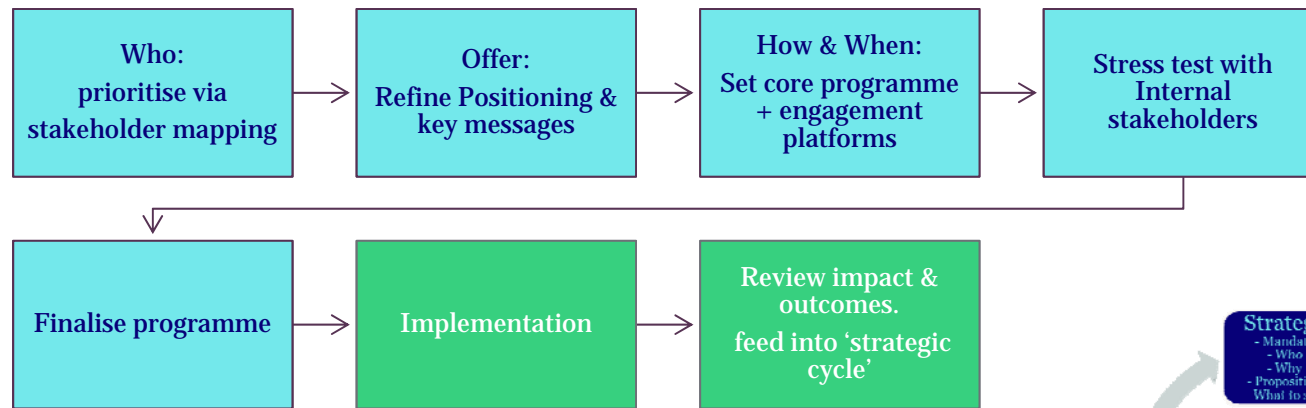
Key target: Government

Towards a plan

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Step by step



Key audiences

Refine and prioritise indicative stakeholder lists



List Headings

- Ministers
 - Parliamentarians
 - Departmental civil service
 - Government communicators
 - NDPBs
 - Regulators /consumer protection
 - Local Government bodies
-
- In UK and devolved administrations

CIM Offer

Theme	Position	Key Messages
Economic Growth	Marketing adds significant value to UK plc	<ul style="list-style-type: none"> Marketing ROI boosts business growth Marketing skills are hard skills: part of globally respected UK professional services offer
Better Government	Effective marketing contributes to better, more efficient government	<ul style="list-style-type: none"> CIM supporting professionalising gov't communications Policy making benefits from marketing skills Marketers bring insights and skills that make gov't bodies more effective and efficient
Skills Insights	CIM has unique insights into the employability & skills agenda	<ul style="list-style-type: none"> CIM understands what professional skills businesses need from employees – where the gaps are and how to fill them CIM has an effective model for skills delivery Regardless professional skills specialism, everyone can benefit from marketing techniques & insights
Consumer Protection	CIM nurtures a fair and ethical relationship between consumers & businesses	<ul style="list-style-type: none"> Customer is at the heart of marketing practice Sustainable and profitable businesses must also be fair and ethical CIM works with businesses and regulators to spread best practice

Potential programme elements

Delivery

- Engagement programme
 - Proactive – meeting priority stakeholders, reports & launches, events
 - Reactive – opportunities to comment on new policy, field speakers etc
- Consultation responses – essentially reactive

Management & support – mix of in house / agency partner

- Project management
- Monitoring and issues management
 - informs proactive programme & drives reactive activity
- Events
- Writing – reports, briefings, speeches, consultation responses etc.

Engagement programme platforms & activities

Platforms

- Reports and launches
- Case studies
- Shorter opinion / top tips pieces

Potential Activities

- 1-1 meetings and briefings
- Parliamentary events
- Media briefings
- Roundtable debates and workshops
- Seek opportunities to collaborate – eg research, benchmarking
- Attendance at key conferences: eg LG Comms

Making it happen – Internal tie-ins

Key areas to get right:

- Internal & Partner relationships
- Joined-up planning
- Joined up delivery
- Monitor & Review
- Positions / opinions
 - How we decide
 - Joined-up planning
 - Tie-in to thought leadership & campaign topics
 - How we share internally / with network
- Voice
 - Who speaks in public – speaker list
 - Tie-in to PR & campaigns

Questions
?

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Measuring success

