

# Seeing and Communicating the Opportunity



# The Most Important Slide

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- **1- Deliver a Message**
- **2- Develop an Opportunity**

# **Your Message Should**

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**Excite & Intrigue**

**Create Mindshift**



# Think Competitively

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- **Coke wants you to switch from Pepsi**
- **Daewoo want you to switch from a Mercedes**
- **Nike wants you to get away from your TV and computer and start to work out**
- **I want you to.....**

# Know Your Competition

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## ■ Other Grantees

- Who else is like you?
- Who else is asking for \$\$\$\$

## ■ Other Universities, Diabetes Programs, Research Centers

- Which compete for share of mind?

## ■ Other Issues

- What are the funding trends/fads? What issues are you competing against?

# Communications Objectives

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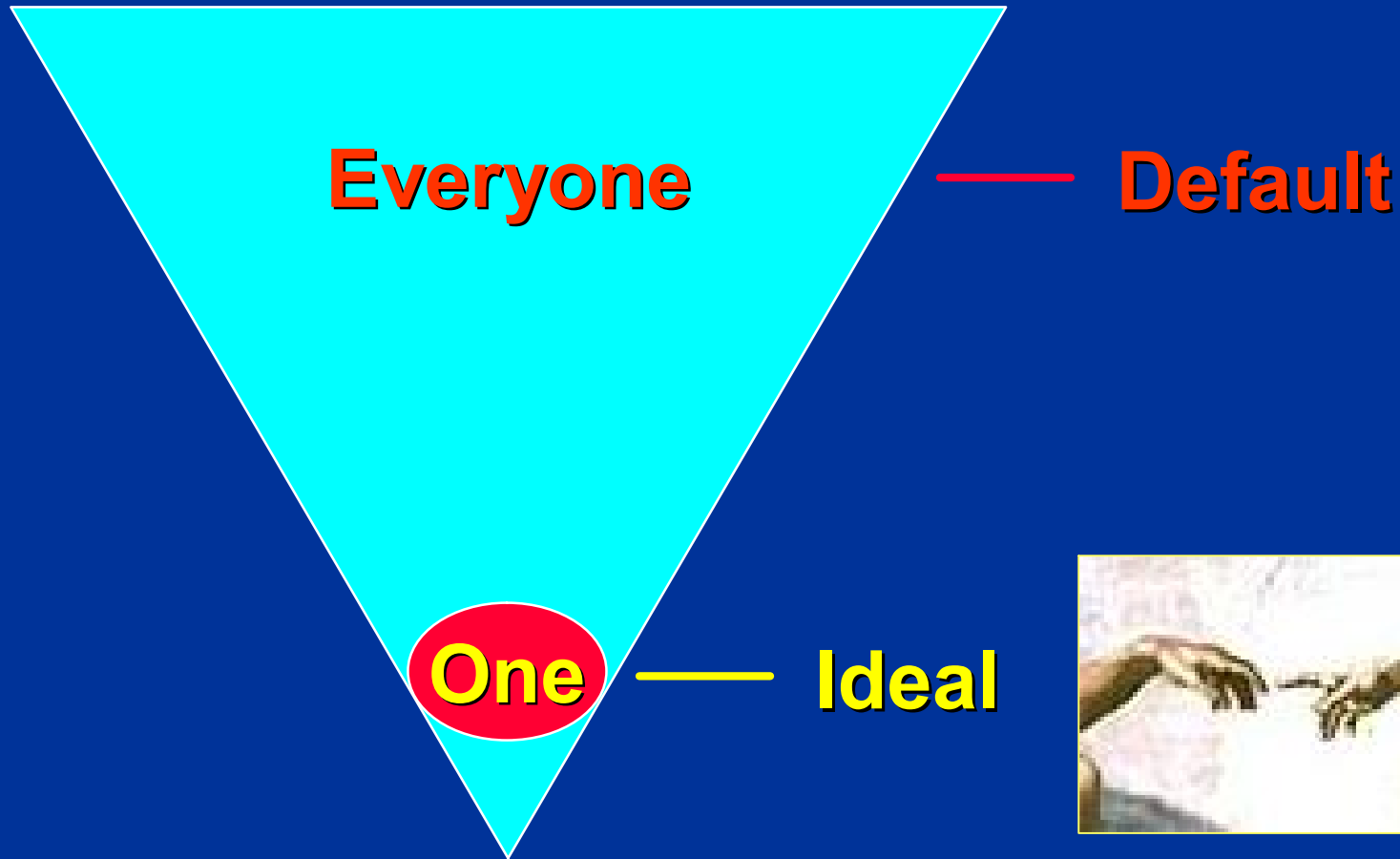
# **The Key to Communications**

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- **Knowing What you Want to Say**
- **Identifying Who Cares About What**



# Target Audience Segmentation



# **Creating & Delivering Value – Where is the OPPORTUNITY?**

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- **Create a “unique” benefit**
  - Immediate, self interest
- **Deliver a Benefit**
  - Where, when & how
- **Communicate a Benefit**
  - What you are saying to whom

# What 's Your Scope ?

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- **Locally**
- **Country wide**
- **Regionally**
- **Outside the country**

# Benefits of Your Wisdom

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## ■ Value to Audience

- The benefit to them

## ■ Uniqueness

- What it is – what it is not

## ■ Opportunity

- Reframe all communications

## ■ In the end .....WHO CARES????

- If you can't answer – don't do it

# The Value Proposition

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- How will you let people know?



- How will you communicate it?



# Marketing/Communications Tools

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- **Events & Presentations**
  - 1 time versus continuous
  - Roundtables, breakfasts
  - Audience vs Effort
- **Publications**
  - Magazines, newsletters
  - Intellectual property
- **Buzz**
  - Competitive, influentials
  - Popular culture
- **E-messages**
  - When , to who, what

# If you want to Use the Media

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- A few things to remember



# Why Media?

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## The Premise: I Need Media Coverage

- To reach who?
- To accomplish what?
- To deliver what messages?
- *Will the time and energy it takes to do it right be worth the result?*



# Why Messages are Important

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- People forget 2/3 of what they hear in one day; 98% in 30 days
- The average person is confronted with over 150 messages per day
- Era of eight-second sound bites

# Effective Message Points/Sound Bites

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- Three or four
- Brief, easy to remember
- Positive
- Accurate

# Effective Proof Points

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- **Facts**
- **Statistics (selected)**
- **Illustrations**
- **Experts**
- **Personal examples**

# What Is News ?

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- **RELEVANCY to Current HOT and not so hot issues**
- **When in doubt - LINK**

# Media Characteristics

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- **Print**
  - Longer, more detailed interview
- **Television**
  - Short answers crucial: 8 seconds
- **Radio**
  - Emphasis on voice/pace. Speak “visually”
- **Telephone**
  - Do it at your convenience
  - Use notes as aid, not obstacle



# Making Your Own Luck

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- **Do your homework**
- **Be a resource**
- **Grab the low hanging fruit**
- **Visualize your ideal**
- **Package your story**
- **Speak their language**
- **Leverage PR resources of partners**

**Tough Questions?**

***If You Dread it, You'll Get It***

# **Cementing the Opportunity**

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- **The most important thing to remember is...**
- **It boils down to these three things...**
- **Let me make one thing perfectly clear...**
- **If you only remember one thing today...**



**Practice**