

#case4comms

Making the Business Case for Communications

Tweets from CharityComms' Making the Business Case for Communications Seminar, 08 December 2011

Trending Words

comms, @zoeamar, seminar, @charitycomms, rt, @kevbaughen, research, @amzpr, -, involved, feel, case, idea, buy-in, decisions

Event Participants





Great ideas discussed today to make the #case4comms in charities after some sad findings. Well done @CharityComms for raising the issue!

08-Dec-11 19:55 | markmgr



RT @amzpr: Great practical tips on making the #case4comms from @zoeamar at @charitycomms seminar < thanks, loved your session

08-Dec-11 19:54 | zoeamar



Making the #case4comms this pm with @kevbaughen and @zoeamar speaking. Great insights, thx v much, and more to follow for sure... :-)

08-Dec-11 17:56 | ueua_b



Thanks @RuthR80 - glad you found it interesting #case4comms

08-Dec-11 17:41 | amzpr



Thanks to @CharityComms @zoeamar @kevbaughen and @amzpr - timely food for thought! #case4comms

08-Dec-11 17:02 | RuthR80



Interesting #case4comms seminar this pm. You can have all the matrices in the world but it all comes down to influencing individuals!

08-Dec-11 16:57 | RuthR80



Really interesting and productive seminar. Thanks to all involved - I feel inspired! #case4comms

08-Dec-11 16:47 | katycreates



RT @LondonKirsty: Last tip from @zoeamar #case4comms <http://t.co/wj8tPN1b>

08-Dec-11 16:34 | CharityComms



Is another charity doing what you want yours to be doing? Use them as a case study to prove the value of your idea #case4comms

08-Dec-11 16:26 | CharityComms



Great practical tips on making the #case4comms from @zoeamar at @charitycomms seminar.

08-Dec-11 16:22 | amzpr



Last tip from @zoeamar #case4comms <http://t.co/wj8tPN1b>

08-Dec-11 16:15 | LondonKirsty



To get buy-in, check your ego in at the door. You've got to be prepared to compromise if you need to #case4comms

08-Dec-11 16:14 | CharityComms



To get buy- in you have to check your ego in at the door. Be prepared to compromise #case4comms

08-Dec-11 16:13 | LondonKirsty



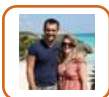
Here's a blog post on getting buy-in for comms that @zoeamar wrote for us last year: <http://t.co/cGu8l8Vc> #case4comms

08-Dec-11 16:12 | CharityComms



The lovely @zoeamar presenting at @CharityComms #case4comms seminar <http://t.co/BXRn2lex>

08-Dec-11 16:11 | LondonKirsty



@zoeamar is up next to give us a case study of getting buy-in for communications. She will be talking about Lasa's rebrand #case4comms

08-Dec-11 15:59 | LondonKirsty



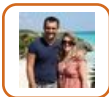
Time for a case study from @zoeamar #case4comms

08-Dec-11 15:58 | CharityComms



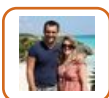
RT @LondonKirsty: Get buy-in for smaller things. Then the big ask will be easier. A little nugget from @zoeamar at #case4comms

08-Dec-11 15:56 | CharityComms



Get buy-in for smaller things. Then the big ask will be easier. A little nugget from @zoeamar at #case4comms

08-Dec-11 15:54 | LondonKirsty



Sell in the outcome first. Once they are hooked the how and why will follow #case4comms

08-Dec-11 15:51 | LondonKirsty



If you are rejected, analyse why this particular idea can't fly - and make it a robust review #case4comms

08-Dec-11 15:49 | CharityComms



Inspiring talk by @kevbaughen at #case4comms seminar @charitycomms

08-Dec-11 15:47 | amzpr



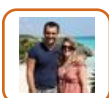
Find champions for your idea across your org. Explain how it will help them achieve their goals & ask for their input too #case4comms

08-Dec-11 15:44 | CharityComms



Has a colleague had success in getting an idea approved by decision makers? Talk to them about their experience #case4comms

08-Dec-11 15:42 | CharityComms



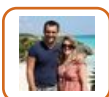
@kevbaughen is clearly very passionate about Comms and the sector! #case4comms

08-Dec-11 15:39 | LondonKirsty



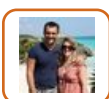
Important to ask if your idea will make decision makers look good in a context they feel is important #case4comms

08-Dec-11 15:35 | CharityComms



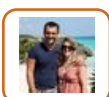
Step 4: dealing with the outcome and possible rejection (not every idea will get approved) #case4comms

08-Dec-11 15:34 | LondonKirsty



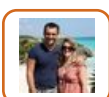
Step 3: selling it in #case4comms

08-Dec-11 15:31 | LondonKirsty



Step 2: building your internal case for support #case4comms

08-Dec-11 15:31 | LondonKirsty



Step 1: understanding and working out your internal audience #case4comms

08-Dec-11 15:30 | LondonKirsty



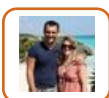
Some really interesting, useful (& scary!) points and research findings coming from @CharityComms #case4comms seminar this afternoon

08-Dec-11 15:21 | Joe_Phillips



@myfarmerandrew ..a high level advocate for it. Also, there's the problem of comms impact being seen as more 'intangible'. #case4comms

08-Dec-11 15:05 | CharityComms



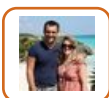
Output and outcome is valued over input #case4comms

08-Dec-11 15:04 | LondonKirsty



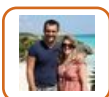
#case4comms is it worrying that Comms function is understood by SMT but not engaged with day to day?

08-Dec-11 15:03 | kevbaughen



Big problem is not having the 'numbers' (ROI) to put behind Comms #case4comms

08-Dec-11 15:03 | LondonKirsty



Great discussion session going on now #case4comms

08-Dec-11 15:00 | LondonKirsty



@CharityComms Disagree. Done well social media, even small-scale, can have a huge impact. That soon gets CEO attention. #Case4Comms

08-Dec-11 14:53 | MyFarmerAndrew



RT @CharityComms: Research done by @amzpr found that 68% of senior comms professionals are not involved with strategic decisions #case4comms

08-Dec-11 14:52 | amzpr



RT @kevbaughen: 40% charity comms peeps don't feel their skills are valued says Louise from @amzpr #case4comms

08-Dec-11 14:52 | amzpr



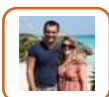
RT @katelister: @CharityComms Research by @amzpr found 68% of senior comms Profs are not involved with strategic decisions #case4comms <- frightening stats

08-Dec-11 14:52 | amzpr



RT @CharityComms: @katelister Scary indeed. There's a bit more on @amzpr's research here: <http://t.co/H9PGD24P> #case4comms

08-Dec-11 14:52 | amzpr



RT @CharityComms: CEO's attitude and limited resources to demonstrate impact are main obstacles to comms being valued by snr mgmt - do you agree? #case4comms

08-Dec-11 14:51 | LondonKirsty



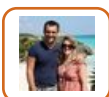
CEO's attitude and limited resources to demonstrate impact are main obstacles to comms being valued by snr mgmt - do you agree? #case4comms

08-Dec-11 14:50 | CharityComms



@katelister Scary indeed. There's a bit more on @amzpr's research here: <http://t.co/H9PGD24P> #case4comms

08-Dec-11 14:48 | CharityComms



Respond with context and explanations, not excuses #case4comms

08-Dec-11 14:48 | LondonKirsty



RT @CharityComms: What's the impact of comms professionals not being heard by snr mgmt? Individuals doubt skills, consider leaving, feel powerless #case4comms

08-Dec-11 14:44 | zoeamar



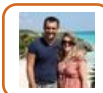
What's the impact of comms professionals not being heard by snr mgmt? Individuals doubt skills, consider leaving, feel powerless #case4comms

08-Dec-11 14:43 | CharityComms



40% charity comms peeps don't feel their skills are valued says Louise from @amzpr #case4comms

08-Dec-11 14:43 | kevbaughen



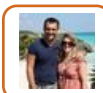
40% of respondents said that Comms is not valued in their organisations #case4comms

08-Dec-11 14:42 | LondonKirsty



Research done by @amzpr found that 68% of senior comms professionals are not involved with strategic decisions #case4comms

08-Dec-11 14:41 | CharityComms



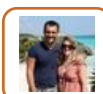
Are you heard by senior mgt? Majority said they are not involved in strategic decisions so no #case4comms

08-Dec-11 14:41 | LondonKirsty



#Case4Comms just kicking off with Louise Morriss from @amzpr.

08-Dec-11 14:39 | CharityComms



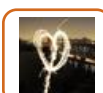
First up is Louise from Amazon PR talking about some research undertaken for CIPR #case4comms

08-Dec-11 14:39 | LondonKirsty



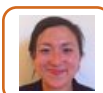
Attending seminar this pm about making the business #case4comms

08-Dec-11 14:38 | ueua_b



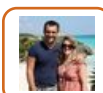
At charity comms #case4comms seminar in London. Louise from Amazon pr about to speak

08-Dec-11 14:38 | katycreates



Here for the @charitycomms #case4comms seminar (@ St. Alban's Centre) <http://t.co/06SRsm3G>

08-Dec-11 14:37 | zoeamar



At the @CharityComms 'making the business case for comms' seminar! #case4comms

08-Dec-11 14:35 | LondonKirsty



RT @CharityComms: Looking forward to hearing @ampr @zoeamar & @kevbaughen at our #Case4Comms seminar this afternoon: <http://t.co/8rZmETFo>

08-Dec-11 12:10 | zoeamar



Looking forward to hearing @ampr @zoeamar & @kevbaughen at our #Case4Comms seminar this afternoon: <http://t.co/8rZmETFo>

08-Dec-11 12:06 | CharityComms