

A new take on training

Procurement professionals learn the basics of communications

A COMMUNICATIONS strategy is key to the successful delivery of any project or programme of work.

Often though, the project team members need to be persuaded of that fact, particularly if they've never experienced a communications strategy and activities in action.

The Lancashire Procurement Hub had a project team made up of procurement professionals from a number of local authorities who were expected to gain engagement for many of the hub's projects within their own councils.

cp media services was commissioned to create a communications strategy and communications plan for the hub. But we recognised that, without a certain level of understanding of communications and marketing principles from the hub's project team, their ability to put the strategy and plan into action would be limited.

So, we presented our proposal to the procurement hub's manager; we would develop and deliver a bespoke communications workshop for the hub's procurement professionals. This workshop would give the hub members a level of knowledge about communications and PR sufficient to carry out communications activities within their local authorities that would raise the profile of the hub's procurement projects and increase engagement, understanding and take-up.

What we did

The half-day workshop we created for the procurement professionals revealed the key principles behind all good communications; know your audience; define your key messages; deliver the messages at the right time and using the right communications channels; focus on presenting benefits to your target audience to inspire engagement.

The feedback from the workshop was extremely positive and it was followed up with a survey to gauge the level of understanding that had been reached by the delegates.

30% of delegates rated the quality of information given in the workshop as excellent, with a further 50% saying that it was very good.

Clarity of information was rated as excellent by 40% and a further 40% said it was very good.

40% rated the presentation style of cp media service's consultant as excellent and the remaining 60% said it was very good

Overall professionalism of the workshop delivery was rated as excellent by 80% of the delegates.

"Overall, a very good workshop and useful to consider a different angle within procurement."

"Good examples used during the workshop and very interesting. An excellent session. Thank-you."

cp media services can provide similar support and guidance for you. Talk to us to find out what we can do for you.