

European Meeting • Friday 9th November 2018

WORKSHOP “DESIGN IN AND FOR PR”

- Michael Thomson -

BACKGROUND

Design relies on design methodology to solve problems and craft clear messages.

Some theses presented:

Design is a competitive factor.

It is a key factor to differentiate a brand.

Design benefits through insight

Stakeholders from multi-disciplinary teams provide the key information to streamline messages.

Voicing identity through engagement.

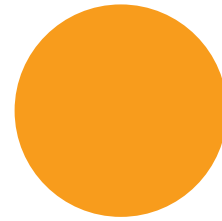
If every team member engages with the messages, communication can help to build and strengthen the identity of the brand through all touchpoints

Shaping (design) leadership team alignment

Design and design-thinking need to be integrated at the strategic level to support the corporate strategy

Putting the user at the centre

Getting feedback and testing concepts with users improve the quality.



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WORKSHOP OUTCOMES

Group 1:

- Journalist - Client - Employee as touchpoints
- For clients: use value proposition
- For journalists: improve web-based platforms to prepare information (press releases, photos, infographics etc.) according to their needs
- For employees: sharing values to streamline messages

Group 2:

- A performant visual identity strengthens the clarity of a brand, captures the attention. But it should not contaminate the content.
- Cleaning the brand means briefness and clarity. This allows to maintain the image and the messages adjusted to the audiences.

Group 3:

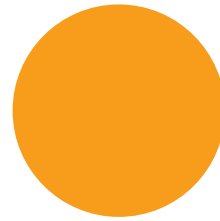
- Analyse the user experience: how does your audiences seek for information
- Use a clear visualization to outline meeting results instead of a long text structure
- Packaging of words: corporate language is part of the game

Group 4:

- In a digital word, handwritten text can make the difference
- A graphic illustration of a presentation can put highlights and emphasize arguments
- An inhouse fulltime designer as part of the team can enrich the whole creative process

Group 5:

- Makerman: storytelling becomes storymaking
- Use images instead of words
- Together this will provide a long-lasting experience



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WORKSHOP “TIME, SPACE AND SPIRIT IN COMMUNICATIONS”

- Abdu Gnaba and Donovan Hawker -

INTRODUCTION

Introductory clip of Abdu Gnaba presenting the key interrogation of the workshop:

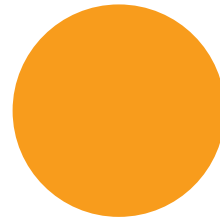
What is this kind of society where we live in, if we cannot leave any values, any culture, any information over time?

Some excerpts of reactions:

- it's all about how we can ensure we leave some value, information for the future?
- yes, there is confusion
- we always need to take perceptions into account
- a lot of our communications is entertainment. Can it really last?
- there needs to be a strategy behind your communication. Most clients don't have a strategy, so they produce noise
- too many events. Less is better...
- you need to place purpose into your communications
- there is a fatality: the more information there is, the more people will forget
- we need to think even more before speaking and communicating
- sometimes you might not have to communicate at all
- often, the same word in a different language or context can have an entirely different meaning: communications can mean true sharing or propaganda ; transmission can mean the instant telegraphic transmission or leaving a legacy (bon, ça c'était moi, j'avoue)
- communication starts with listening, but are we always sure of the perception?
- context makes an important difference, you need to take it into account
- content is king, but any content tends to be increasingly short-lived, so the task at hand is increasingly difficult
- the difference between visibility and reputation seems to be the same as the one between communication and transmission
- we should explore the history of communications
- in the end, you need to find out what the audience really wants and expects from you
- you need to really care about the person you want to reach
- focus on quality, not quantity
- the lines between journalistic, commercial, entertainment contents get increasingly blurred, so maybe you need to reconsider the focus of your content
- it sometimes appears as though it has become a fashion to 'do pr' with a pr agency. Sometimes, it just might not be necessary for the client to do any pr at all
- so much of what we do can be intensively boring. We apply a filter: « selfless relevance »

CONCLUSIONS

- inscribe information into movement
- give purpose, give an intention to your communication
- enable and empower your audience to think and draw their own conclusions, by offering hints, interrogations, etc.
- Make them discover the meaning by themselves
- in doing so, embark on a 'journey' that is bound to last



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MEETING REPORT

ATTENDANCE

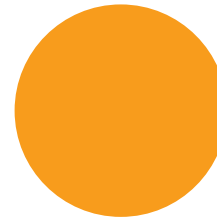
a total of 29 people from 20 agencies:

 **Alana Consultores**, Luis CANOMANUEL GONZALEZ;  **AutoCom**, Peter RICHTER;  **Binsfeld**, Claude SAUBER, Heike FRIES, Philippe BECK;  **Central de Informação**, Rodrigo VIANA DE FREITAS;  **Crest Communications**, Ales LANGR, Jaroslav MATYAS, Anna LOZINSKA;  **Evercom**, Alberte SANTOS, Juan Gabriel CORRAL;  **Gribnau Communicatie**; David GRIBNAU,  **Harkonsalo & Vesa**, Mikko SILLANPÄÄ;  **INC-Comunicazione**, Francesca DE FEO;  **JP|KOM**, Jörg PFANNENBERG;  **Kragelund Kommunkation**, Mathias KRAGELUND,  **L45**, Simone GUZZARDI;  **McOnie**, Sarah MCONIE;  **Nexus Communications Group**, Jonathan CHOAT, Harvey CHOAT;  **PR Partner**, Inna ANISIMOVA;  **Presigno**, Isabell REINECKE, Heinz REINECKE;  **Primo PR**, Nuray GÜLER, Anne HEUSSNER;  **Public Dialog**, Pawel BYLICKI;  **Redwood Consulting**, Liz D'OLIVEIRA;  **TDUB Kommunikationsberatung**, Tilo TIMMERMANN, Karsten HOPPE)

Overall direction of the meeting:

get the most out of the conference by getting to the point:

- **Subdivided**: the morning was dedicated to internal affairs, the afternoon to sector trends
- **Participative**: new formats involving more people as well as external speakers
- **Interactive**: more exchange of good practices and live inputs from the audience
- **Compact**: presentations were shorter, allowing for more programme in general



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MEETING REPORT

PROGRAMME key observations and feedback:

- **09 00 Welcome coffee**
 - people seized the opportunity to use their time: to work from binsfeld offices, to do a short tour of the agency, to meet and network
- **11 00 Time for new members**
 - four presentations (INC-Comunicazione, L45, TDUB Kommunikationsberatung, Crest) as an introduction and welcome.
- **11 30 Video Project of the Year**
 - the concept seemed relevant to members, the format appropriate and the procedure involving a jury enriching though unfamiliar. To be fine-tuned in view of Warsaw, and difference to be made between agency videos (eg case-studies) and client videos (ie project-based).
- **12 15 Agency of the Year**
 - the idea to showcase collaborations between agencies and to promote further collaborations seemed relevant to members. However, there were few submissions, possibly due to a misunderstanding on the meaning of 'collaboration' as referred to in the rules, ie between agencies and not between agencies and their clients. To be fine-tuned in view of Warsaw.
- **12 25 Updates on the AGM in Warsaw**
 - Pawel will share with us the final results of the survey and a draft agenda of the AGM based on the results will follow in '19. Presentation attached.
- **12 35 The McOnie Agency**
 - Sarah has presented her agency's new branding and the methodology used for this process.
- **12 45 Miscellaneous**
 - Mikko Sillanpää, Harvey Choat and Mathias Kragelund participated in their first IPRN meeting and briefly introduced themselves to the network. Regarding the presentational clips of the agencies, Mikko now has received eight clips and repeats his call for further submissions.
- **13 50 Survey 'Media Outreach'**
 - Sarah shared an update on the survey's progress and invited people who have not responded yet to do so.
- **14 00 Survey 'Journalism in the Digital Era'**
 - Simone presented the key findings of this study recently conducted in Italy. Several members have expressed interest in transposing the survey in their market or via the network as a whole.
- **14 10 Case Study on Financial Literacy**
 - Philippe briefly outlined a recent project for the Luxembourgish head organization of the fund industry (alfi.lu) on financial literacy and education. He will share details with members on opportunities for them to profit from the expertise won.
- **14 20 Workshop by Michael Thomson**
 - Please see report attached.
- **15 10 Workshop by Abdu Gnaba & Donovan Hawker**
 - Please see report attached.