

Core Message Development Workshop



Introduction and Overview:

The Messagery's Core Message Development workshop is designed for clients who have not yet developed their own set of core or strategic messages, or equally those who would like to re-work them and want assistance, guidance or simply a process to follow.

The service is not a substitute for developing your messages. We will, only if requested, prepare strawman proposals but we will, at minimum, have developed our own ideas of your core message themes.

The workshop briefly introduces the concepts of Core, Strategic and Tactical messaging. This provides participants with a common understanding of terminology and how "Strategic Messaging" should influence and guide tactical messaging and other external communications.

From there we work with your (varied) team to extract the principles and fundamentals of your value proposition, company values, target markets and 'what makes you unique', to arrive at a mutually-agreed set of core messages that will guide every subsequent communication from your company to the outside world.

The workshop is intensely interactive and requires a mix of senior management and key influencers in product, marketing and sales.

Scope of work:

The work consists of a short briefing to set and understand the starting points, any special objectives, agree timings and understand (and even guide) who will attend. This may be face to face or via teleconference.

This is followed by agreed desk research to gain a contextual understanding of your relevant products and services or market issues and to prepare any requested strawman proposals.

On the day, working with your senior staff, we will briefly explain the principles of strategic messaging and compare it to tactical messaging. Then we work together to define the core messages that represent your company.

Following the workshop we write a report on the process and the outcomes of The Refinery workshop.

Outcomes:

The outcomes of our specialised workshops are:

A repeatable process for defining and understanding core (strategic) messaging and the importance of applying it to tactical messaging.

A set of refined and mutually agreed core messages.

A brief written report summarising the findings and any specific outputs from the interactive exercise. Optionally you may request us to return and present our findings.