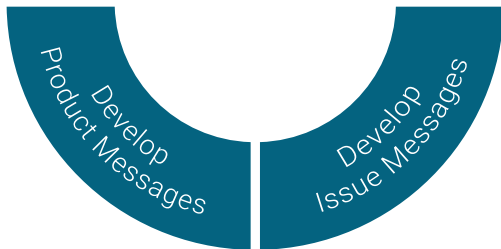


Product and Issue Message Workshops



Introduction and Overview:

The Messagery's Product and Issue Message Workshops are deeper extensions to our core Refinery service. Where The Refinery is designed to critique and refine existing core messages our specialised workshops are designed to aid our

clients in developing pre-tactical messages that follow their core messaging and guide all downstream tactical and campaign communications.

The workshops are interactive, they are designed to encourage our clients to develop their own messages. If requested, we will prepare strawman proposals beforehand.

The services are delivered face to face with a selected group of our clients' senior managers.

Scope of work:

The work consists of a short briefing to set and understand the starting points, any special objectives, agree timings, and understand 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 the clients' relevant products and services or market issues and prepare any requested strawman proposals.

On the day, working with your senior staff, we will review the existing pool of pre-tactical messages (their own and, possibly, our strawmen) and check their alignment with your core strategic messages. We will assess them and give feedback. Then (if necessary), we work together to improve them or examine whether further issue or product pre-tactical messages are required.

Following the workshop, we write a report on the process and its outcomes.

Outcomes:

The outcomes of our specialised workshops are:

A repeatable process for defining issue and product pre-tactical messages that match and conform to your strategic messaging.

Refinement of your pre-tactical messages, providing a solid base for outbound communications.

Delegates will be able to develop and evaluate their own future pre-tactical 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.