

DEVELOP A COMMUNICATION STRATEGY

You may have the world's best idea for the congress, but if you do not communicate your idea to the right people in the right way, at the right time, it can damage the potential of your idea. On the other hand, good communication will contribute to the success of your project.



STEP 1: WHAT IS THE MESSAGE?

Look at your description and documentation for your congress. Find out how you can utilise this to communicate the need for the congress. Make sure you communicate precisely what problem you are striving to solve or what need you are aiming to meet with your congress.



STEP 2: WHO IS THE AUDIENCE?

Now it's time to think about your audience. Who are the people you are trying to get excited about your congress? What are their objectives and goals? Do they respond to facts and figures or more emotional and inspirational language? How do they communicate themselves?



STEP 3: WHAT IS THEIR ROLE?

Look at your list of stakeholders and ask yourself where and how you can reach them. Before reaching out, it is helpful to know what role they could play in the planning and execution of your congress.

If your stakeholder needs high involvement, it's a good idea to set up monthly video or telephone calls to consult with them about the development of the congress. This way of communicating is not relevant for everyone. Some stakeholders will only need to be informed about specific aspects of the congress. It is often better to communicate with this type of stakeholder through email and/or press releases.