



Bringing Organisations & Network Development
to higher levels in the Farming sector in Europe

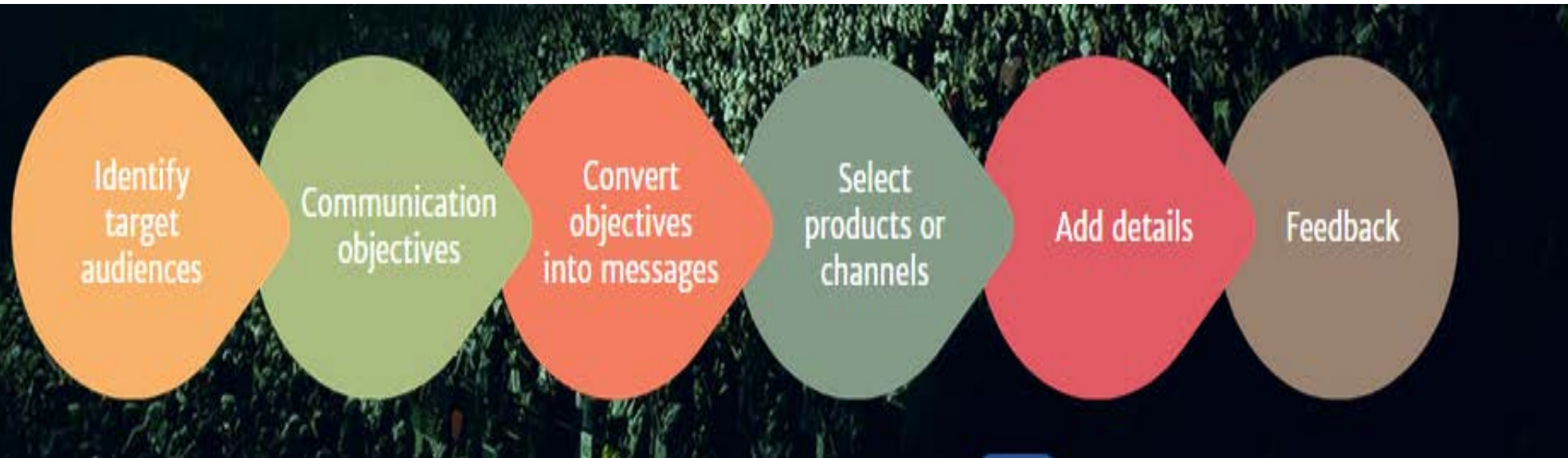


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Session 11: How to develop a communication strategy?

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Steps:



1. Collect and analyze background information about the topic, perceptions of different stakeholders, context etc.

2. Develop and disseminate key messages targeted at particular audiences

3. Engage stakeholders in dialogue

4. Monitor and evaluate the outcomes of the communication



Communication matrix

Target audience	Objective	Message(s)	Product	Channel	Timing and frequency	Budget	Roles



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Thank you!

