

Communications planning: Objectives and key results



Communications and Synergies Seminar
Vienna | 26-27 September 2023

Interreg CENTRAL EUROPE | Joint Secretariat
Frank Schneider

Communication matters

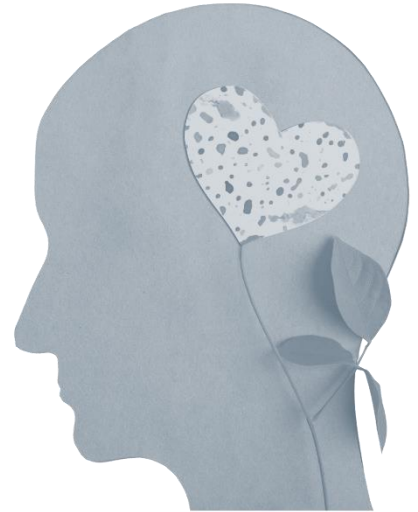
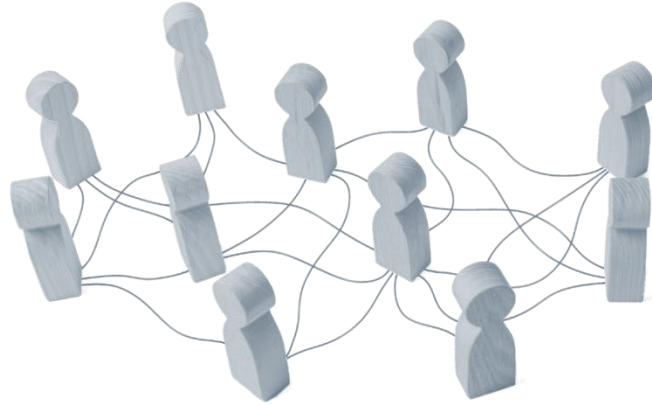
Communication is central. It helps you to involve people in developing your solutions and to roll these out to relevant stakeholders



STICK OUT
FROM THE
CROWD

Communication matters

Communication is about building trustful relationships and changing what people know and how they think about something





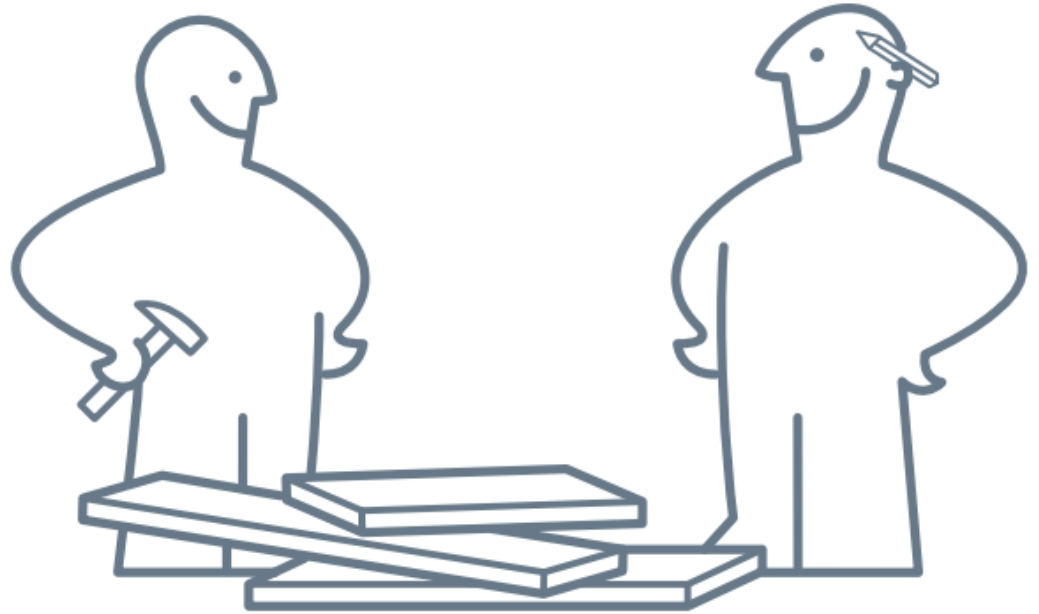
Communication needs coordination

Communication is not the job
of a single project partner or person.



Communication needs coordination

Successful project communication
builds on teamwork



Communication needs coordination

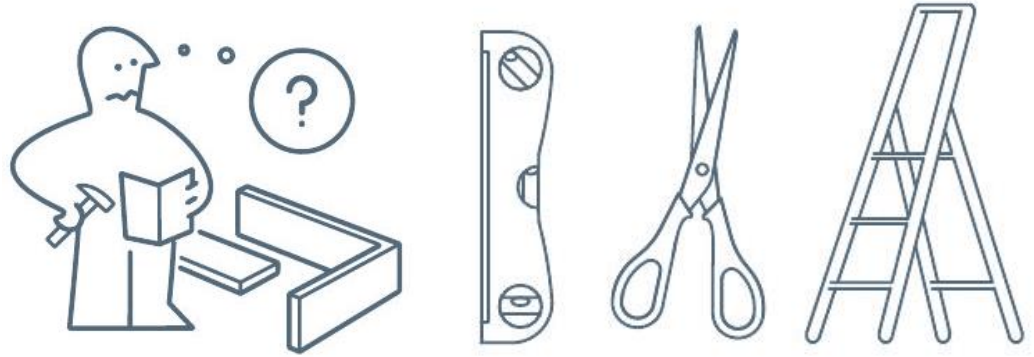
Every single project partner is a
communicator of what you do and achieve



By Martin Gertler, CC BY 3.0,
<https://commons.wikimedia.org/w/index.php?curid=110546615>

How to ensure coordination

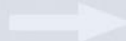
How are you making sure that all partners contribute to communications? Which management approaches are you applying?



Introduction to the OKR framework

The OKR framework can help with planning and coordinating project communications. OKR stands for objectives and key results.

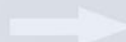
The OKR Framework



Objectives inspire and set the direction



Key results measure progress towards an objective

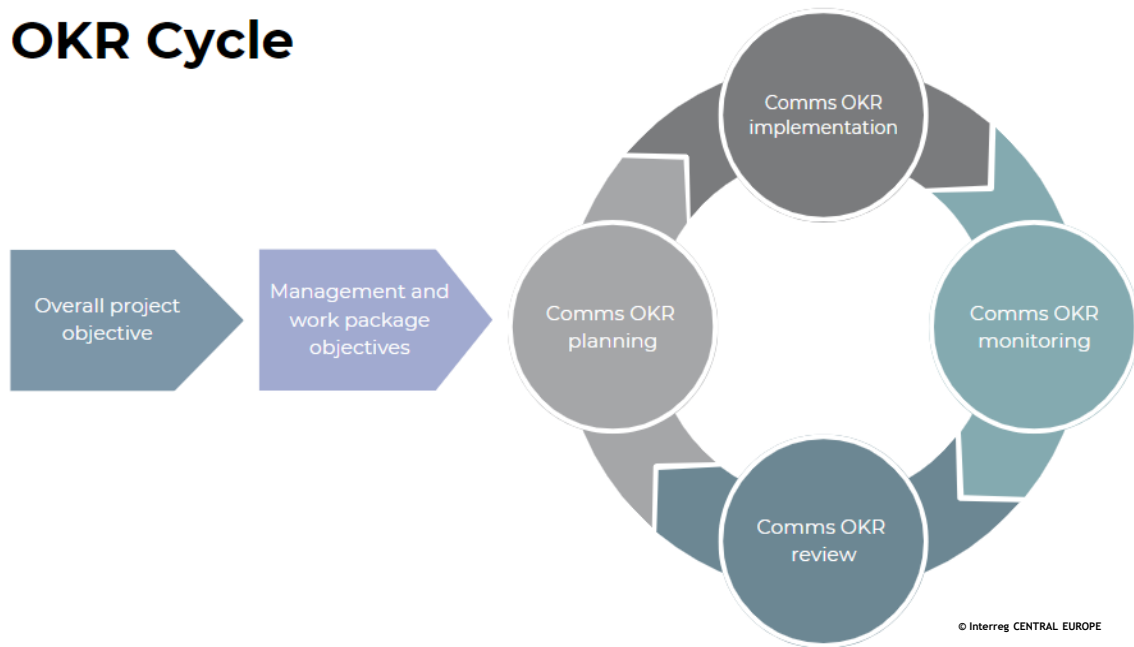


Activities are tasks that help to reach a key result

Introduction to the OKR framework

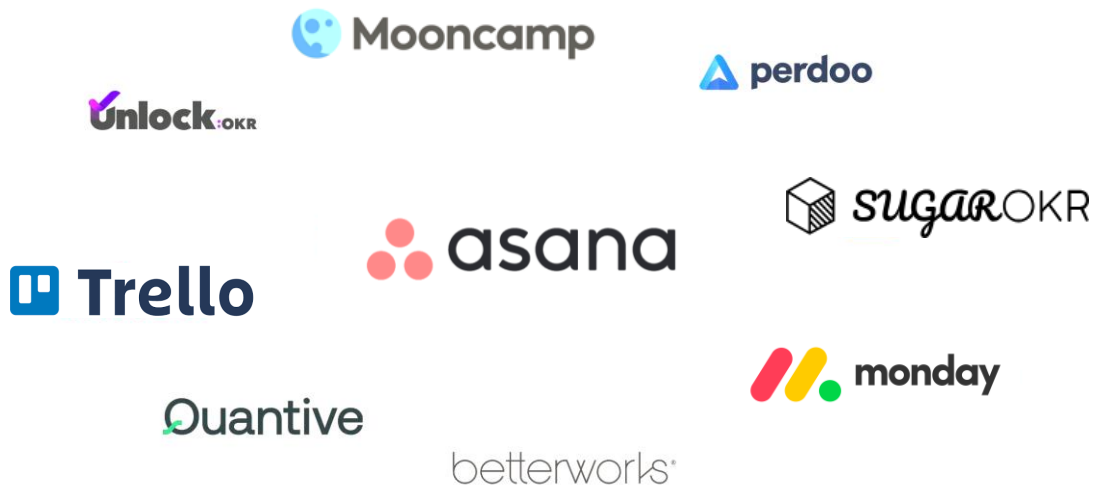
From overall project objective to the
communications OKR cycle

OKR Cycle

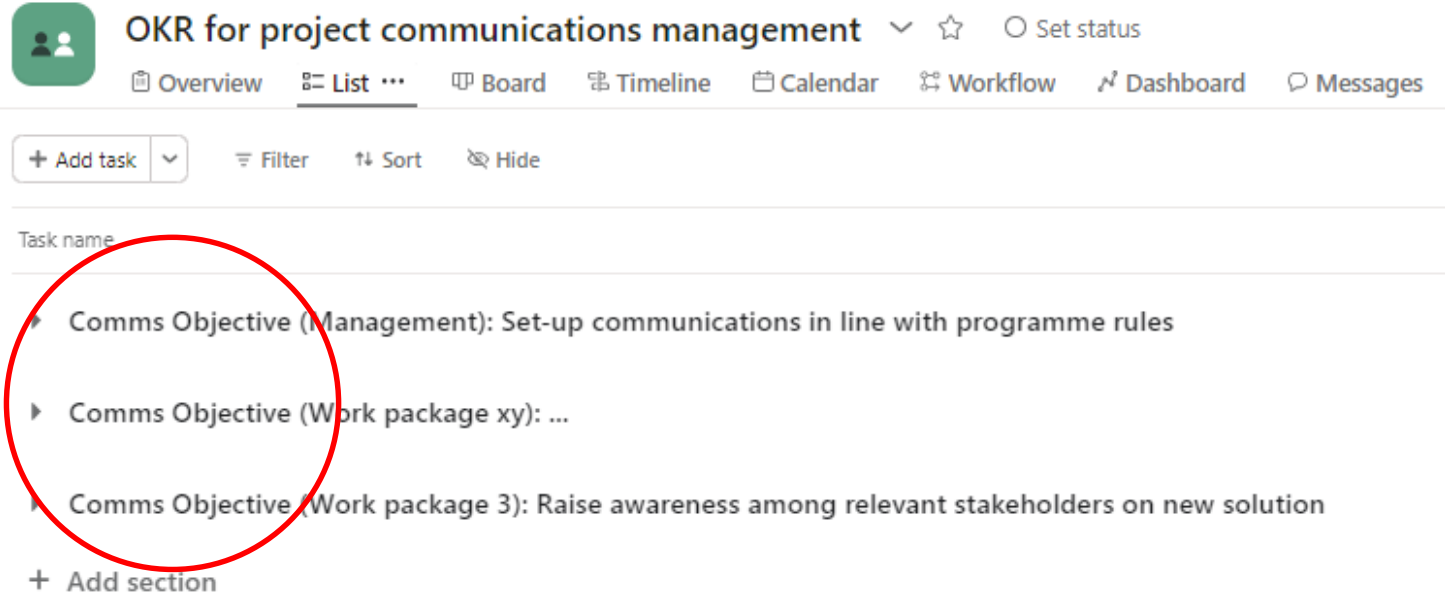


Introduction to the OKR framework

Step 0: Start by choosing a software
for your OKR planning



Step 1: Define your objectives



The screenshot shows a project management interface for 'OKR for project communications management'. The interface includes a header with a profile icon, a title, and a 'Set status' button. Below the header is a navigation bar with tabs: Overview, List (selected), Board, Timeline, Calendar, Workflow, Dashboard, and Messages. A toolbar below the navigation bar contains '+ Add task', 'Filter', 'Sort', and 'Hide'. The main content area is titled 'Task name' and lists three objectives, each preceded by a right-pointing triangle icon. The first objective is circled in red. At the bottom of the list is a '+ Add section' button.

OKR for project communications management

Overview List Board Timeline Calendar Workflow Dashboard Messages

+ Add task Filter Sort Hide

Task name

- ▶ Comms Objective (Management): Set-up communications in line with programme rules
- ▶ Comms Objective (Work package xy): ...
- ▶ Comms Objective (Work package 3): Raise awareness among relevant stakeholders on new solution

+ Add section

Step 2: Define your key results



OKR for project communications management



Set status

Overview

List

Board

Timeline

Calendar

Workflow

Dashboard

Messages

Files



+ Add task



Filter

Sort

Hide

Task name

Due date

Tags

Comms Objective (Management): Set-up communications in line with programme rules

▶ ✓ Key result (KR): All partners trained and informed about comms rules at kick-off meeting 3

12 Oct

Communications coordinator

▶ ✓ KR: 1 news published about project start on all project partner websites 4

19 Oct

Communications coordinator

▶ ✓ KR: 1 poster with project information on display at all PP premises 4

19 Oct

Communications coordinator

▶ ✓ KR: 1 transnational project website published with information in all tabs 2

26 Oct

Communications coordinator

✓ KR: ...

Step 3: Define your activities



OKR for project communications management

Overview

List

Board

Timeline

Calendar

Workflow

Dashboard

Messages

Files



+ Add task

Filter

Sort

Hide

Task name

Due date

Tags

Comms Objective (Management): Set-up communications in line with programme rules

Key result (KR): All partners trained and informed about comms rules at kick-off meeting

12 Oct

Communications coordinator

Activity: Transfer all comms objectives from AF into OKR framework (incl. draft set of key results) and agree on this with all

Communications coordinator

Activity: Share 1 logo package, programme brand manual, templates, and the OKR framework with all partners

Communications coordinator

Activity: Prepare 1 presentation on communications rules and deliver it at kick-off meeting

Communications coordinator

KR: 1 news published about project start on all project partner websites

19 Oct

Communications coordinator

Activity: Publish 1 news on PP1 website

Project partner 1

Activity: Publish 1 news on PP2 website

Project partner 2

Activity: Publish 1 news on PP3 website

Project partner 3

...

Project partner xy

KR: 1 poster with project information on display at all PP premises

19 Oct

Communications coordinator

KR: 1 transnational project website published with information in all tabs

26 Oct

Communications coordinator

Exercise on OKR planning

Group exercise

Communication objective: Raise awareness among policy makers on a new planning tool that was piloted by your partnership in two project regions

Task 1: Develop 1-2 key results that will help to measure progress towards the objective

Task 2: Define 1-2 concrete activities for your partners that contribute to reaching the key result

Groups: Form groups of 3 (e.g. your seat neighbours)

Time: 30 minutes (followed by discussion of selected OKRs)

Feedback: 15 minutes

Exercise on OKR planning

Group exercise: One possible approach



OKR for project communications management



Set status

Overview

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+ Add task



Filter

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Hide

Task name

Due date

Tags

▶ Comms Objective (Management): Set-up communications in line with programme rules

▶ Comms Objective (Work package xy): ...

▼ Comms Objective (Work package 3): Raise awareness among relevant stakeholders on piloted soluti...

▼ ☒ KR: 1 campaign concept developed (building on local events and social media) and agreed with partners 1

18 Apr, 2024

Communications coordinator

☒ Activity: Draft 1 campaign concept incl. KPIs

Communications coordinator

▼ ☒ KR: 1 paid social media campaign implemented, which reached xy stakeholders across all project regions 4

19 Sep, 2024

Communications coordinator

☒ Activity: Produce video footage of the pilot for campaign video

Project partner 1

Project partner 2

☒ Activity: Produce 1 campaign video

Communications coordinator

☒ Activity: Write 2 copy texts for campaign (CC) and translate into national languages (PPs)

Communications coordinator

Project partner 1

☒ Activity: Set up 1 paid campaign in Meta business manager incl. KPIs

Communications coordinator

▼ ☒ KR: 2 local events implemented that presented the two pilot actions to xy people 2

26 Sep, 2024

Communications coordinator

☒ Activity: Implement 1 event in region of PP 1

Project partner 1

☒ Activity: Implement 1 event in region of PP 2

Project partner 2

☒ KR: ...

*“After all these years, I have come to realise that I must go through a period of **agony** and **torture** before I have a **breakthrough**.”*

- Hans Zimmer