



Atlanta Regional Commission



Strategic Communications Plan Approach

a one to two year strategy we can own

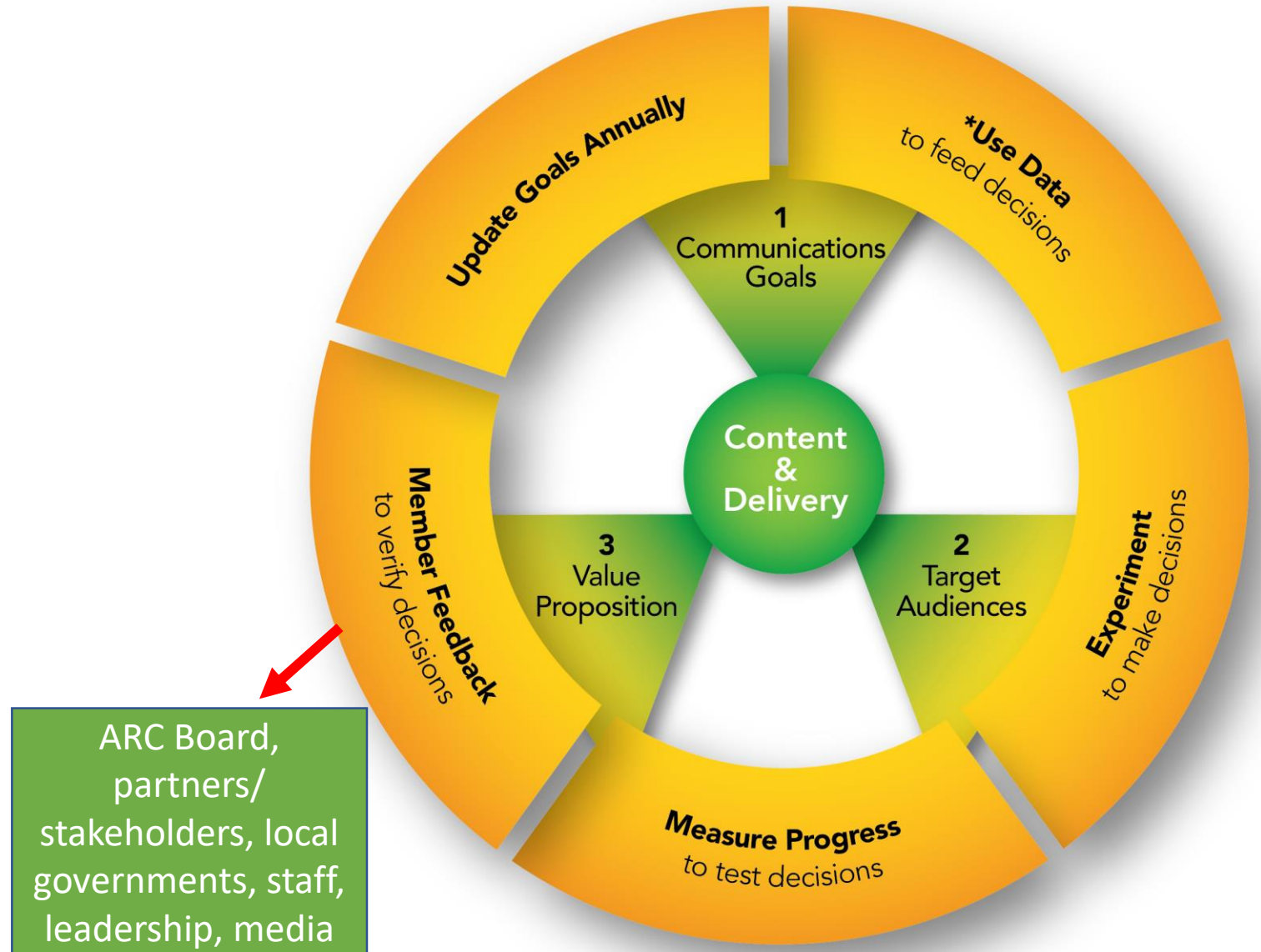


Center for Strategic Relations
July 2019

3 Phases

- Setting the Stage, Laying the Foundation
 - Research
 - Communications Audit
 - Audience Perspective
- *Crafting the Strategy and Tactics; Solidifying the ARC Brand Promise*
- *The Launch: Plant It, Water It and Watch It Grow!*

Powering a Strategic Communications Plan



Next Steps

Phase One: 3-6 months

- Internal survey
- Stakeholder meetings and survey
- Communications Audit

Phase One Deliverables

- Internal Communications Planning
- Issues Management Planning
- Goals and Objectives
- Key Themes

