



Services and requirements regarding the communication management:  
**Strategic planning and implementation of communication processes**

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Communication management requirements:  
**Strategic planning and implementation of communication processes**

**Why** do we communicate: *GOALS?*

**What** do we communicate: *CONTENT?*

**How** do we communicate:  
*Channels? Corporate Language? Corporate Design?*

**Self-perception versus image:**  
*Do others see us as we want to be seen?*

## Communication management requirements:

### Step 1: Check the status quo

- **Who is the ICV?**
- Who are our **stakeholders**?
- Who is our **target audience**?
- **External communication:** Who do we currently reach - channels? messages?
- **How do we see ourselves versus how do others see us** (existing and potential members, partners, competitors, media, influencers in controlling...?)
- **Internal communication:** Do we take our performers with us? Do we actually reach YOU? Do YOU feel informed, heard, valued?

Communication management requirements:

## **Step 2: Define goals in alignment with the status quo**

**What do we want to achieve**

- short, medium, long term
- for our stakeholders
- for our target group

**How do we want to be** (guideline)?

**How do we want to be seen** (image), externally and internally?

**How do we want to be supported** (internally)?

**How can we support** (internally)?

# Communication management requirements:

## Step 3: Plan the actions

### Examples

Set up an image campaign

Update the slogan

Align content to channels and targets

Identify and optimize the right channels  
versus  
use all channels („FOMO – the fear of missing out“)

Check strategic partnerships in the field  
of communications

Re-establish structures

Redefine tasks

## Communication management requirements: **Step 4: Evaluate communication activities**

### **1. Set:**

- How do we measure?
- How often do we measure?

### **2. Act:**

- Measure
- Evaluate

### **3. Adapt or re-establish measures**



**Thank you  
for your attention.**