SESSION C4: DELIVERING OUR MESSAGES FOR A CO-OPERATIVE DECADE

Monday 4th November 1100 - 1230 hours

Interactive Sessions – 45 minutes each

Part A: Creating a social media campaign in 45 minutes – Anthony Murray, Executive Editor and Giles Simon, Strategic Development Manager Co-operative News

A fast-paced session in which you will not just hear about social media, but work with a team to create a social media plan. You will be given a simple story to communicate and working on tables you will devise a plan including objectives, audiences, creative ideas, channels and metrics. Delegates will share knowledge and leave the session with practical skills to plan a social media campaign.
Hosted by: Co-operative News

Part B: Global Communications Messaging - Melina Morrison and Kate Askew, Sommerson

A very dynamic hands on workshop, aimed at showing delegates the messaging possibilities by embracing the themes of the Blueprint into their communications strategies.
How can co-operatives reach the under-represented voices of women and youth; engage their members, customers and employees and help build the next generation of co-operatives? The answer is through a larger presence in communication and media, including social media.

Includes a live cross to New York by Skype, with guest speaker James Slezak, co-founder of consumer movement peers.org.

What is a message platform and how can we use it to reinforce the co-operative difference? Workshop participants will have the opportunity to directly engage in the process of transforming a Blueprint message into a brand statement, slogan or media message that can be directly communicated to different audiences. This workshop aims to empower delegates with all levels of communications expertise, to be able to use the ICA's Blueprint 'messages' for different communication needs and various audiences.