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Twinning Project with the Israeli Equal
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More money than sense?

“What we need is a big advertising campaign to the general public...”

Not everyone can do communications. We are the experts. But....

“Hardly any EU Equality Bodies have a freestanding, overarching awareness raising strategy as such”

Tight budgets. Opportunity?

Resource limitations force us to plan.

Planning makes us more efficient and effective.

SOSTAC - the best acronym I ever learned

SOSTAC every day

Situation

Objectives

Strategy

Tactics

Actions

Control

Brainpower is free

Communications is part of the strategic business planning process

Israel and “make do and mend” analysis

Difficult choices. Awareness raising with employers or employees?

There is no such thing as the 'general public'

Audiences are at the heart of the
planning process

Audience research is an investment not a
cost

PESTLE, attitudes and behaviour

Thee SME audience in Britain



The Arab audience in Israel

It's complicated

It's not like Europe

There is a lot at stake

This wouldn't work in Tel Aviv



Positioning and the power of words

Employers in the EHRC context

“Here for business, here for everyone”

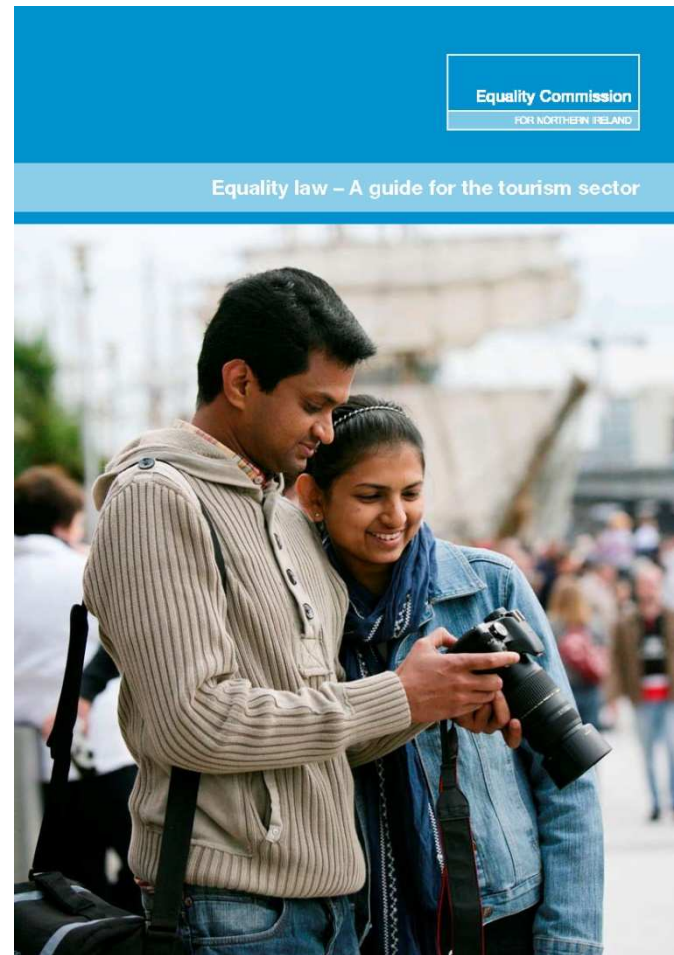
Get the product right

If you have to make choices invest in product before promotion

Don't leave the guidance to the experts

ECNI guidance

Investing in the product



Can we talk about advertising now?

Is there a place for traditional advertising anymore?

Are digital and social media the answer to our prayers?

Being strategic means measuring

Use evaluation to prove your value

And use evaluation to improve -
amending Israel's first piece of
recruitment and selection guidance

Managing in hard times

Invest in managers

Invest in internal communications

Thank you