strategic communications plan

- ✓ **Research Review:** managers listening tour, ARC Board survey, and staff survey; strategic communications research; communications audit

- ✓ **Audience Evaluation:** a snapshot of current ARC activities aligned to key audiences

- ✓ **Communications Alignment Tool:** looking at communications tactics and audiences to track goal alignment and agency spend on time, budget and resources

- ✓ **External Stakeholder Analysis:** online survey and phone interviews to capture stakeholder experiences and perceptions of the ARC and our communications

- ✓ **Objectives, Strategies and Tactics**: develop a three-year plan that is measurable and positions ARC for success

- ▪ **Evaluation**: ongoing evaluation and assessment of the plan

ARC

Atlanta Regional Commission

3-YEAR COMMUNICATIONS PLAN

THE ATLANTA REGION'S PLAN GOALS

WORLD CLASS INFRASTRUCTURE

- Ensuring a comprehensive transportation network, incorporating regional transit and 21st century technology
- Secured, long-term water supply

HEALTHY LIVABLE COMMUNITIES

- Developing additional walkable, vibrant centers, that support people of all ages and abilities
- Promoting health, arts and other aspect of a high quality of life

COMPETITIVE ECONOMY

- Building the region as a globally recognized hub of innovation and prosperity

COMMUNICATIONS GOALS

- Position ARC as the region's most trusted source for data, tools and resources to address ongoing community needs and long-term, cross-disciplinary planning across metro Atlanta.
- Leverage audience-centric communications to connect key groups with each other and with the wide range of ARC's expertise in pursuit of the goals and outcomes of the ARC's Regional Plan.

KEY AUDIENCES

- Government leadership
- Strategic partners/agencies/NGOs
- Business community
- Internal (ARC staff, board)
- Community members
- Students and educators

strategic communications plan

2019 – 2020
- Develop crisis communication plan and internal communications functionality
- Conduct quantitative and qualitative research
- Craft framework for plan development

2019-2021:
- Develop processes and tools necessary to redefine communications functions inside of ARC
- Create messaging infrastructure for ARC and core brands (i.e. message mapping)
- Realignment of Center functions to better serve all ARC audiences

2021-2022:
- Strengthen CSR's strategic consultant positioning empowering all ARC staff and key stakeholders to be ambassadors of the central ARC brand and expect consistent application of messages and visual identity.

2022-2023:
- Bring high-level message and visual brand consistency to all ARC communications.
- Enable both targeted and general communications with key audiences to support regional collaboration outside of programmatic and geographic silos.
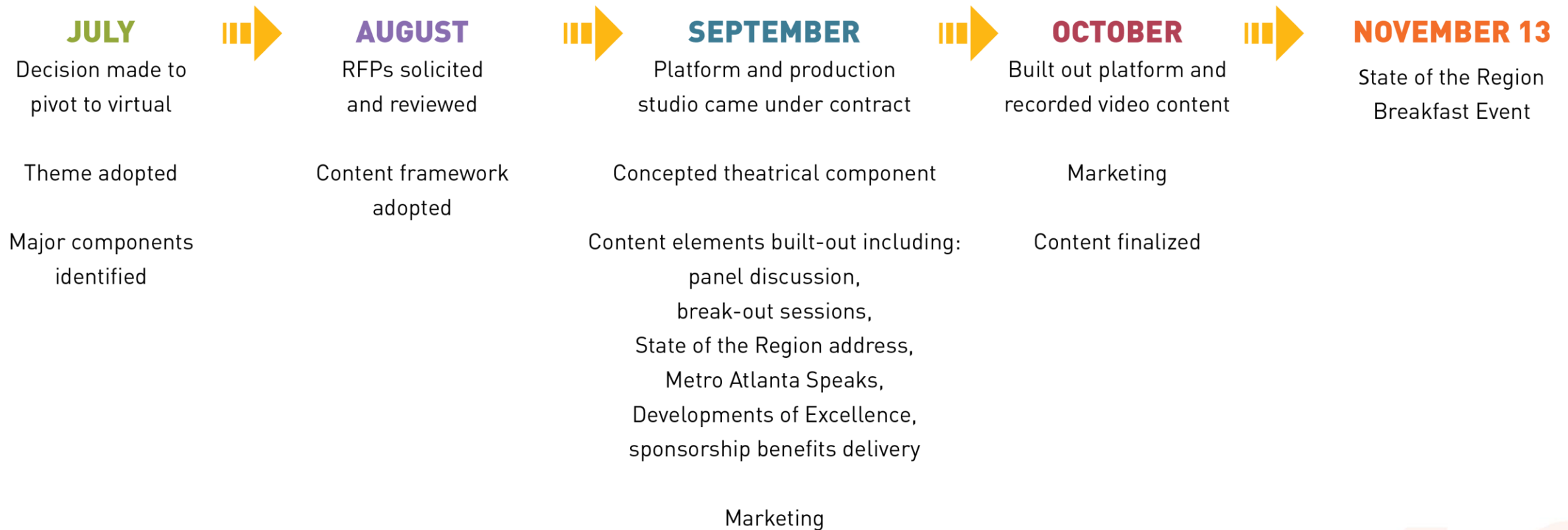
Annual Partners

Georgia Power

Uber

VISIONARY

DELTA

INNOVATOR

State of the Region Breakfast
Friday, November 13, 2020
8 am-Noon

State of the Region 2020

State of the Region 2020 Timeline

JULY

Decision made to pivot to virtual

Theme adopted

Major components identified

AUGUST

RFPs solicited and reviewed

Content framework adopted

SEPTEMBER

Platform and production studio came under contract

Concepted theatrical component

Content elements built-out including:
panel discussion,
break-out sessions,
State of the Region address,
Metro Atlanta Speaks,
Developments of Excellence,
sponsorship benefits delivery

Marketing

OCTOBER

Built out platform and recorded video content

Marketing

Content finalized

NOVEMBER 13

State of the Region Breakfast Event

State of the Region 2020

Delivered an interactive, virtual event comprised of:

- Presentations (live and pre-recorded)
- Networking
- Video
- Theater component
- Polls, chats and discussions
- Deeper dives (Courage Chats)
- Gamification with leaderboards and LCI give-aways
- Sponsorship Village
- Partnership leverage opportunities
- 1 podcast
- 2 webinars

State of the Region 2020
Technical Glitch

What guests experienced: @ 20-minute outage at the beginning of the program; limited video chatting until after 9am

Why it happened: Recommended settings for the platform were compromised resulting in limited bandwidth as more attendees logged on.

How we fixed it: Platform company sent a new streaming specifications to support bandwidth and content delivery network of the event

State of the Region 2020

Attendance
1,101 Registrations
868 Confirmed Attendees

@ 8:35 AM	**487**	Auditorium	**806**
@ 8:43 AM	**536**		
@ 9:23 AM	**815**	Courage Chat 1	**100**
@ 9:48 AM	**845**	Courage Chat 2	**120**
@ 10:12 AM	**852**	Courage Chat 3	**125**
@ Noon AM	**868**		

State of the Region 2020

Metro Atlanta Speaks
earned front page coverage

"Thank you so much for being courageous and helping our community leaders come together and address some tough issues like equity and economic disparities virtually. AARP GA enjoyed being a Presenting Sponsor. Looking forward to doing it again in 2021!"

AARP – State of the Region Sponsor

I don't know that I've ever seen a better program. The quality of your videos was incomparable. And the content was extraordinary. Thank you for your boldness and courage in bringing forward important topics we all should be talking about.

Paul Morris

The materials were very well done and kept the meeting interesting the entire time, a very difficult task. Each video clip was compelling. You were a great host! Everyone was engaged during the break-outs. BTW- The technical glitches did not diminish the program one bit. The only way to avoid those problems is to never take the risk. ARC continues to push the edge.

Kirk Fjelstul, Executive Director, Three Rivers Regional Commission

State of the Region 2020
By the Numbers

868 Attendees (1,100 Registrants)

$110k Sponsor contributions

$28k Ticket Sales

80% Attendees who found the State of the Region address the most compelling part of the event*

225 visits to the AARP Exhibitor Booth (the most visited)

88% Attendees who found this event to be similar to or better than other virtual events

5 LCIs that were highlighted through the gamification give-aways

80% Attendees that thought the Courage Chats were a worthwhile addition