



**Joined up software  
for joined up communications**



## Remember these..?

Some serious, some amusing and some just plain wrong!

“It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you'll do things differently.”

Warren Buffett



Translation



Fiasco



Timing



Serial Offender!



Research



Slogan



Aim:

To consider issues and approaches in integrating HR/customer care dimensions, with marketing and PR perspectives in relation to online and offline communications

**Case study:**

Consider the attached documents relating to three recent activities by Jaguar Land Rover:

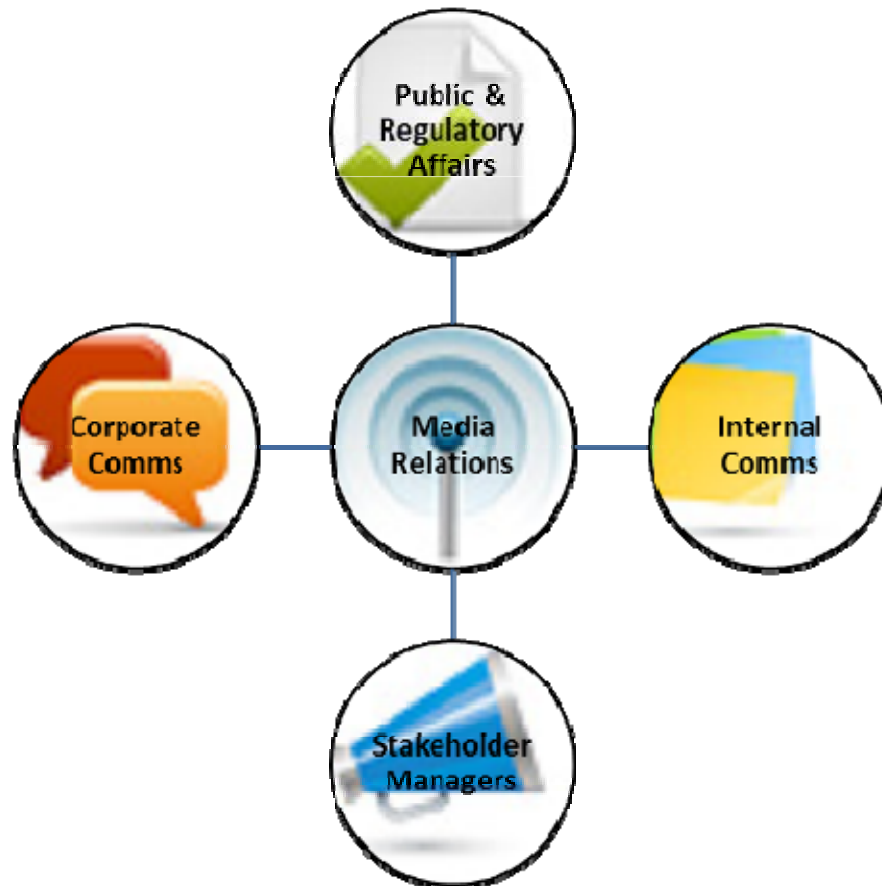
- Announcement of plans to hire more engineers in UK
- Unveiling of the Jaguar C-X75
- Declining sales results in April

- Who are the key stakeholders interested in these different stories?
- Which internal functions are involved in developing these stories – and which in communicating to different stakeholders?
- Which means of communication would be used – consider online and offline options?
- What possible issues could arise as a result of these three announcements occurring at practically the same time?
- Which stakeholders are likely to get in touch with the following functions as a result of these announcements and what types of communication channels will they use?
  - Public relations / Marketing / Customer relations
  - Human relations / Executive office
- What online channels (including social media) would you recommend to communicate these stories pro-actively and respond to any emerging stakeholder comment?
- What are the key steps involved in co-ordinating all these different aspects of the communications process – and where could things go wrong?



# Joined-up communications

All teams have visibility of what is being communicated, when and by whom

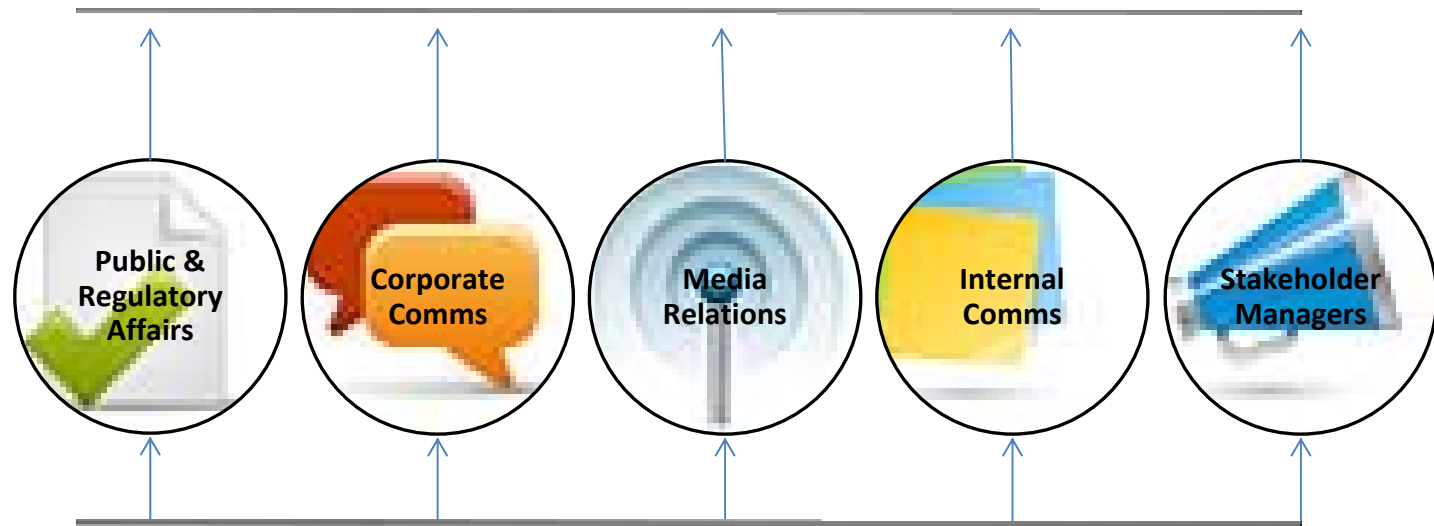


# Consistent messaging

Each communication needs to reinforce the key messages that have been developed to support the brand.

## THE COMMS CHANNEL:

Public Relations – Marketing – Customer Relations – Human Resources – Exec Office



## BRIEFING CENTRE:

Briefing lines - Key messages – Audit trail – Knowledge pool



# Issues

The nerve centre of your communications

Provides at-a-glance management information and audit trail of all activities and people involved

**Attributes**

Title	Car manufacturing in the UK	In Charge	Nick Bentley
Start Date	03/05/2011	End Date	13/05/2011
Active	Yes	DO/FOI	
Category	Energy and Transport	Type	Long term opportunity

**Background**  
Big (and noisy) F1000s will become the most advanced hybrid to date. It will offer performance on a par with the fastest production cars on the market, while adapting cutting-edge technology that offers amazing economy while being able to achieve in excess of 200mph.

**Related Contacts**

Name
<a href="#">Anna Smeck</a>
<a href="#">Carlo Ghosn</a>
<a href="#">Gordon Rayner</a>
<a href="#">Graham Tuddick</a>
<a href="#">Helen Alexander</a>
<a href="#">Ian McCafferty</a>
<a href="#">John Crawford</a>
<a href="#">Mark Pridie</a>
<a href="#">Mr Alan Tyrrell</a>
<a href="#">Mr Andrew Van De Bunt</a>

**Related Items**

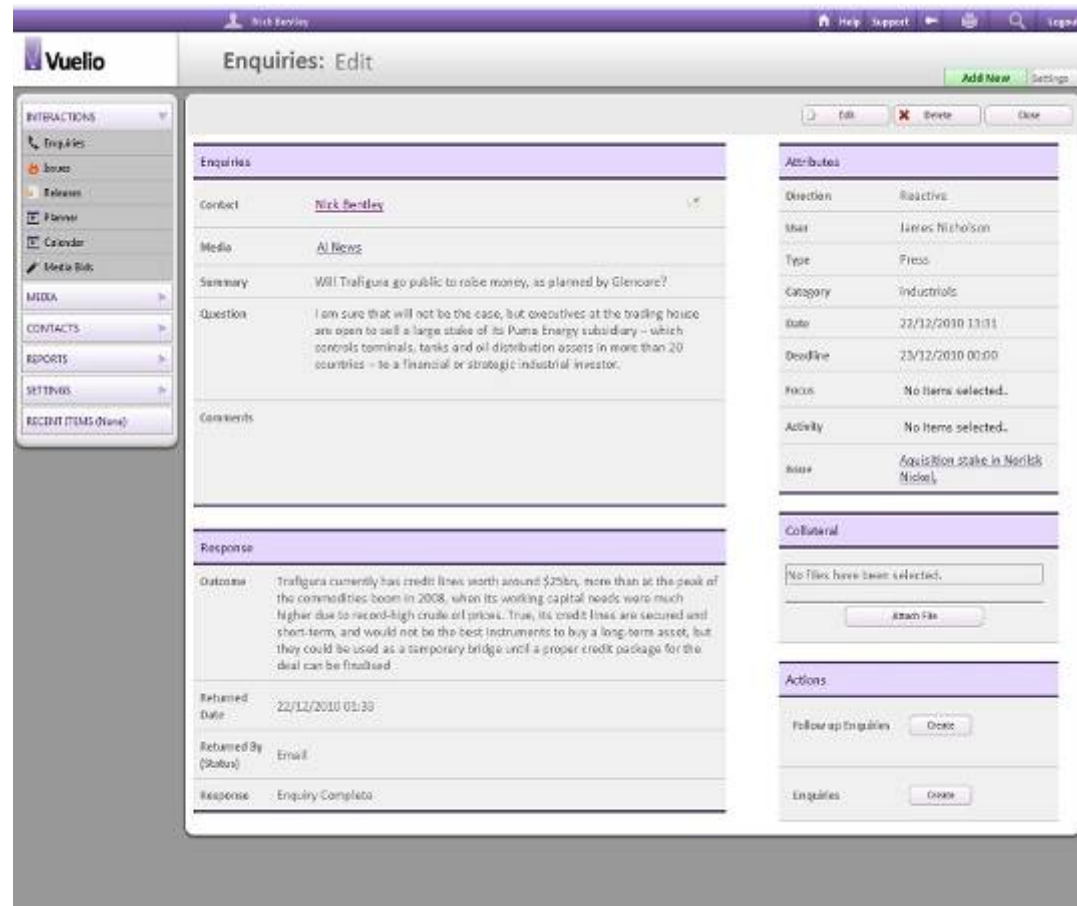
Briefing (1)	Enquiry (1)	Release (4)	Coverage (7)	Calendar (3)	Attachment (0)	Media Bids (3)
Title		Jaguar plans UK expansion >>>				
Date created		10/05/2011				
Owner		Nick Bentley				
Status		Draft				
Title		Jaguar plans UK expansion set to create 1,300 jobs >>>				
Date created		01/05/2011				
Owner		Nick Bentley				
Status		Draft				
Title		Jaguar Land Rover cycling: MyView/Information or Watch for new UK engine plans >>>				
Date created		01/05/2011				
Owner		Nick Bentley				
Status		Draft				
Title		Jaguar Launches World First Virtual Reality Car >>>				
Date created		01/05/2011				
Owner		Nick Bentley				
Status		For Immediate Release				



# Stakeholder Enquiries

Seamless integration with related information gives the full picture.

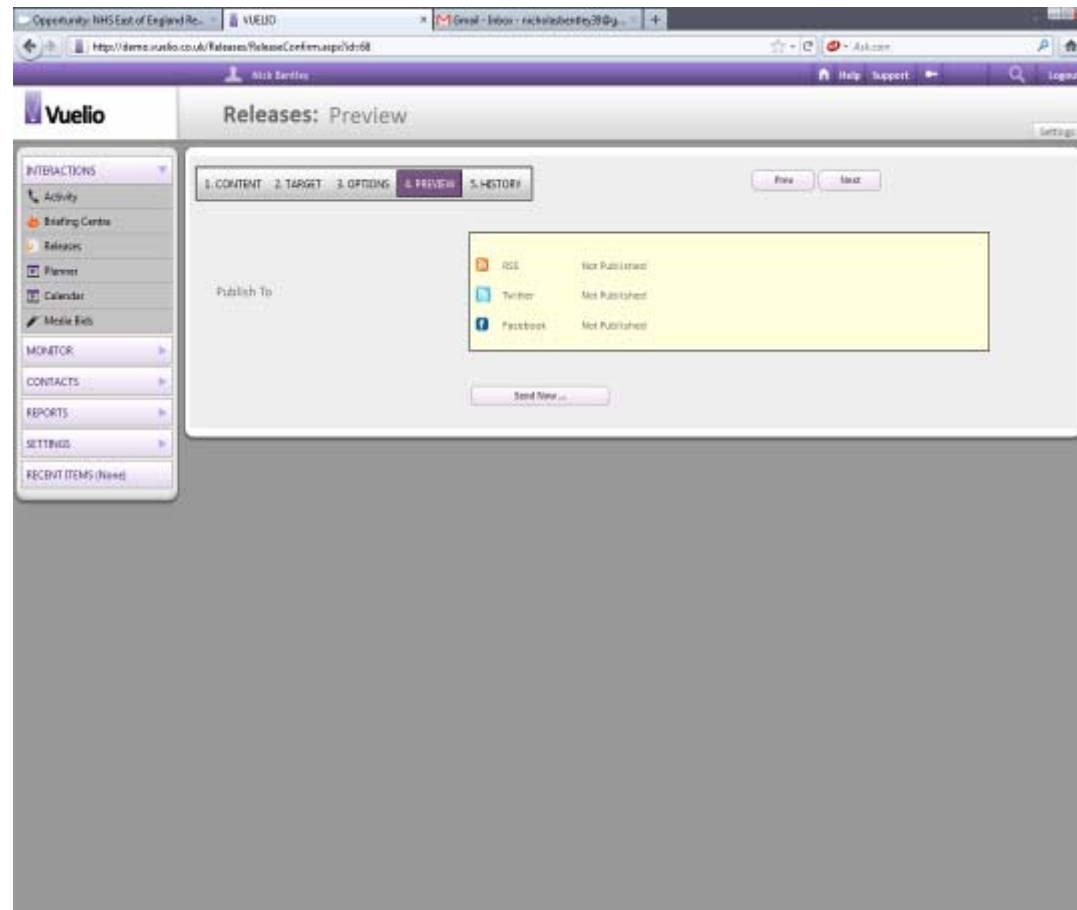
Add follow-up enquiries to further reduce time and send internal requests for information and direct responses



# Releases

Complete distribution centre for all releases:

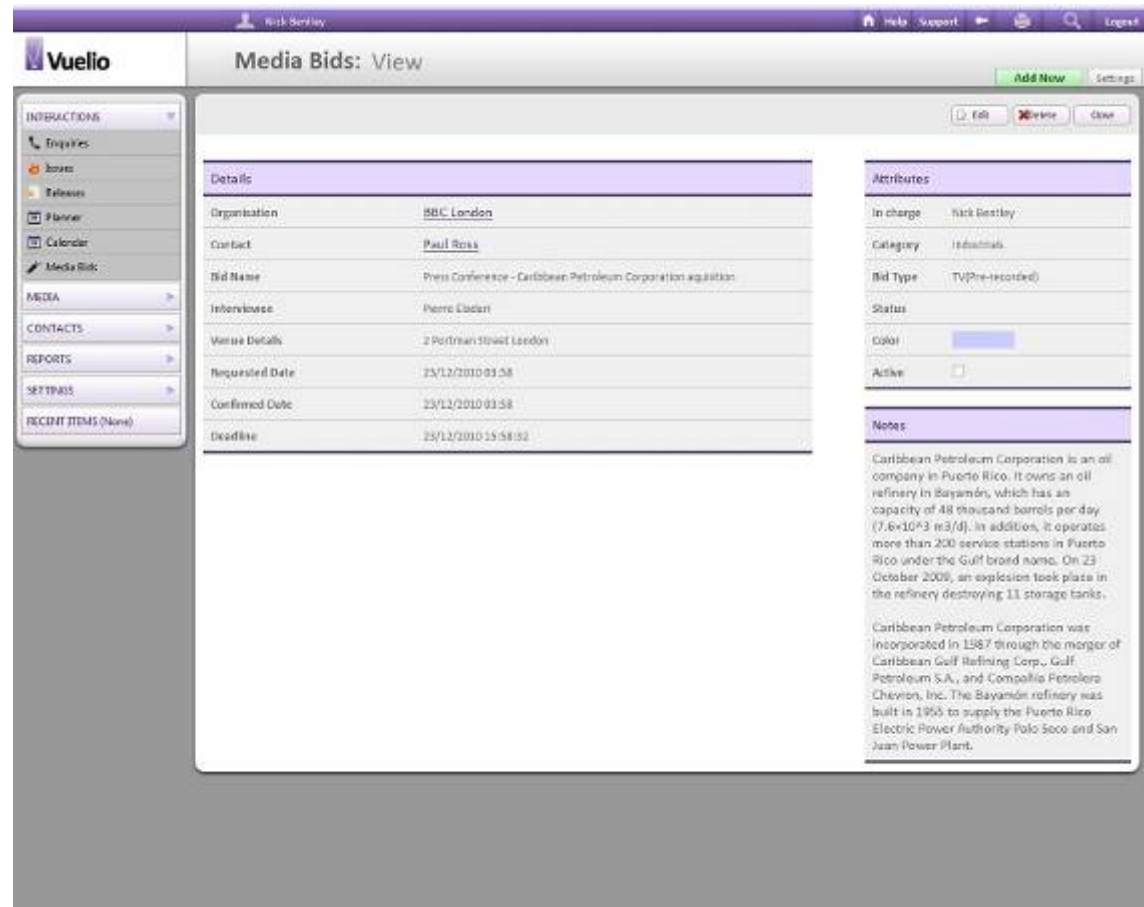
Dramatically reduces time involved in multi-send distribution



# Media Bids

Communicate and schedule media interviews

Never be caught out. Provide stakeholder bio's and activity reports to spokespeople to ensure they are fully briefed



Details	
Organisation	BBC London
Contact	Paul Ross
Bid Name	Press Conference - Caribbean Petroleum Corporation acquisition
Interviewee	Pierre Eliezer
Venue Details	2 Portman Street London
Requested Date	23/12/2010 03:58
Confirmed Date	23/12/2010 03:58
Deadline	23/12/2010 15:58:52

Attributes	
In charge	Nick Bentley
Category	Interviews
Bid Type	TV(Pre-recorded)
Status	
Color	
Active	<input type="checkbox"/>

**Notes**

Caribbean Petroleum Corporation is an oil company in Puerto Rico. It owns an oil refinery in Bayamón, which has an capacity of 48 thousand barrels per day (7.6x10<sup>3</sup> m<sup>3</sup>/d). In addition, it operates more than 200 service stations in Puerto Rico under the Gulf brand name. On 23 October 2009, an explosion took place in the refinery destroying 11 storage tanks.

Caribbean Petroleum Corporation was incorporated in 1987 through the merger of Caribbean Gulf Refining Corp., Gulf Petroleum S.A., and Compañía Petrolera Cheviron, Inc. The Bayamón refinery was built in 1955 to supply the Puerto Rico Electric Power Authority Polo Seco and San Juan Power Plant.

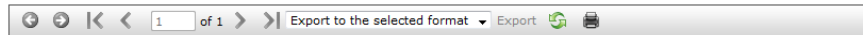
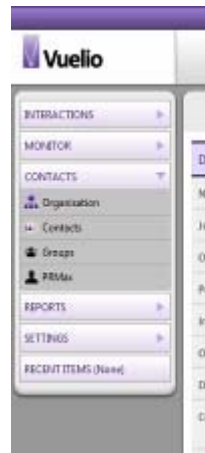
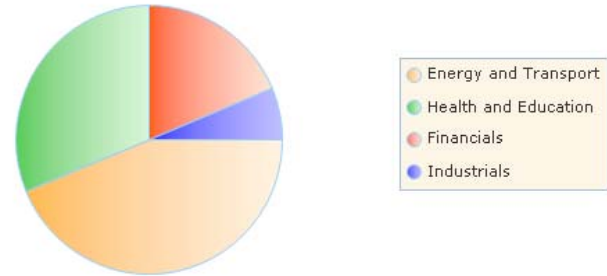


# Stakeholder Contact

Complete history and bio file of all your internal and external contacts

Capture important information on those that impact your organisation

Share who is key and who holds the power/influence and who know who



## Paul Chadderton ( Jaguar )



**Title** Director, Jaguar Global Product and Brand Communications      **Owner** Nick Bentley  
**Email** pchadder@jaguarlandrover.com      **Telephone** 01926 649663

Paul Chadderton's interest in cars and motorcycles has fueled his career for most of the last two decades in trade journalism covering the automotive supply and retail sectors, to a variety of roles testing and writing cars for the consumer press, he has experienced most aspects of the car business

### Relationship Details

Contact Name	Relationship	Category
Gordon Rayner (Daily Telegraph)	Strong	Professional
Graham Ruddick (Daily Telegraph Motoring)	Very Strong	Professional
Carl-Peter Forster (Tata Motors)	Neutral	Social
Carlos Ghosn (NISSAN MOTOR CO LTD)	Neutral	Social

Stakeholder Profile Card

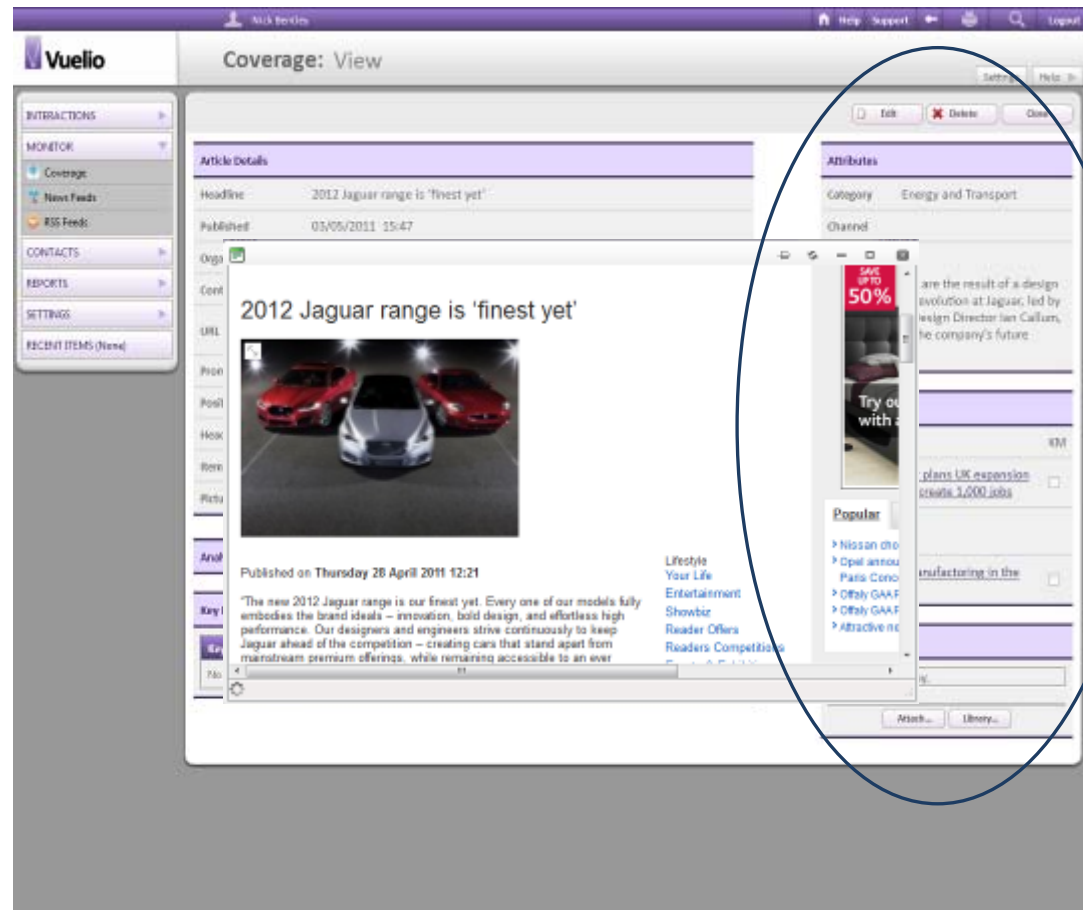
	Sent Out	Taken Up	
<b>Energy and Transport</b>	<b>7 Releases</b>	<b>43.75%</b>	
11/05/2011	The fast and the FRUGAL: Jaguar's £900,000 green supercar... with the same size engine as a Ford Focus	0	0
10/05/2011	Jaguar plans UK expansion	0	0
10/05/2011	Ding Dong Motors to launch PURE MOTION as a hybrid supercar	0	0
03/05/2011	Jaguar plans UK expansion set to create 1,000 jobs	267	0
03/05/2011	Jaguar Land Rover eyeing Wolverhampton or Wales for new UK engine plant	2	0
03/05/2011	Jaguar Launches World-First Virtual Reality Centre	1	0
03/05/2011	THIS IS A TEST	1	0
	<b>271</b>	<b>0</b>	<b>0%</b>
<b>Health and Education</b>	<b>5 Releases</b>	<b>31.25%</b>	
03/05/2011	News Image Using public transport to get to school - help for parents, carers, children and young people	4	0
19/04/2011	NEW DIRECTOR OF CHILDREN'S SERVICES & SOCIAL WORK TAKES UP POST	1	0
14/04/2011	Press release: Four-month trial concludes of Operation Singapore - the most serious known breach of counterfeit medicine in the regulated supply chain	21	0
08/04/2011	Equity and excellence: Liberating the NHS	0	0
07/04/2011	TRUST SIGNS UP FOR REMOTE MONITORING SYSTEM FOR PATIENTS AT HOME	3	0
	<b>29</b>	<b>0</b>	<b>0%</b>
<b>Financials</b>	<b>3 Releases</b>	<b>18.75%</b>	
11/04/2011	The City of Perth has recently been successful in securing funding from the Department of Communities as part of its Age Friendly Communities Local Government Grants Program 2010	0	0
11/04/2011	Residents of the City of Perth will have the chance to get involved in local affairs by attending the next Community Forum on Monday 18 April.	0	0
05/04/2011	Grants from Lord Mayor's Distress Relief Fund distributed to help communities rebuild	1	0
	<b>1</b>	<b>0</b>	<b>0%</b>
<b>Industrials</b>	<b>1 Releases</b>	<b>6.25%</b>	
11/04/2011	The City of Perth has recently been successful in securing funding from the Department of Communities as part of its Age Friendly Communities Local Government Grants Program 2010	0	0
	<b>0</b>	<b>0</b>	<b>0%</b>



# Coverage

Manually entered or automated third party feeds

Puts media coverage in context with the organisations activities, for compete searches and management reporting



# Reporting

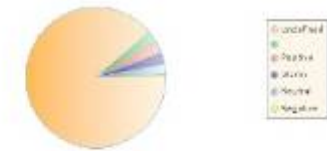
Collate management information with 100 + reports

Analyse past performance and prepare for the future

Export as multiple formats for inserting into corporate reports

## Coverage by Tone

From: 01/10/2010 To: 21/02/2011



Category	Count	Percentage
Not in LP	202	55.81%
Unknown	126	35.00%
Positive	78	21.19%
Negative	0	0.00%
Neutral	0	0.00%
Transport	3	0.82%
Industries	3	0.82%
Energy	1	0.28%
Health	1	0.28%
Unknown	1	0.28%
Health	0	0.00%
Industries	2	0.56%
Health & Consumer & Technology	2	0.56%
Financial	1	0.28%
Transport	1	0.28%
Health	2	0.56%
Health & Consumer & Technology	3	0.82%
Unknown	2	0.56%

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## Michael Jackson MA FCA ( Access Intelligence Plc)



**Title:** CEO  
**Email:** nick.bentley@aimediacomms.com  
**Owner:** Nick Bentley  
**Telephone:**

Michael was appointed the Executive Chairman of Access Intelligence in October 2008. He also founded Eldenstreet Investments Limited in 1990 and is its executive chairman. For the past 25 years, he has specialised in raising finance and investing in the smaller companies sector.

**Relationship Details**

Name	Power & Interest	Social
Joanna Arnold (Access Intelligence Plc)	High Power & High Interest	Social Positive
Jeremy Hamer (Access Intelligence Plc)	High Power & High Interest	Professional Positive
Ray Jackson (Access Intelligence Plc)	High Power & High Interest	Social Positive
Charlie Orounke (AIMediacomms Ltd)	B=High Power & High Interest	Professional Neutral

**Contact Groups**  
 AI Stakeholders

## User Activity Report

Report Date : 1/13/2011 10:58:26 AM

### James Nicholson

22/12/2010 Will Trafigora go public to raise money, as planned by Glencore?

I am sure that will not be the case, but executives at the trading house are open to sell a large stake of its Puma Energy subsidiary - which controls terminals, tanks and oil distribution assets in more than 20 countries - to a financial or strategic industrial investor.

Trafigura currently has credit lines worth around \$25bn, more than at the peak of the commodities boom in 2008, when its working capital needs were much higher due to record-high crude oil prices. True, its credit lines are secured and short-term, and would not be the best instruments to buy a long-term asset, but they could be used as a temporary bridge until a proper credit package for the deal can be finalised.

1	0.31%
1	0.31%
1	0.31%
7	2.37%
4	1.30%
2	0.65%

### Nic Stephenson

17/12/2010 Why is ash still disrupting flights?

17/12/2010 Why is ash still disrupting flights?

The CAA led international manufacturers and regulators in developing new standards to allow flights to continue while flying close to, or through, the ash cloud, but when the ash level exceeds that agreed as safe by the industry airspace is restricted accordingly.

We are continuing to work with the aviation industry to develop further technical solutions that will increase flying when we are sure it is safe to do so and are endeavouring to ensure interruption is kept to a minimum. Scientists are tracking the ash cloud's movements constantly, as its location changes frequently depending on the strength of volcanic eruptions and prevailing winds. Any decision to restrict flights is not taken lightly and we appreciate the huge inconvenience and disruption this causes to the many people and businesses affected.

