

Elsted Communications

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Our Services

Communications

- Strategic input to organizations' communication goals
- Identification of key elements to support Vision and Mission statements
- Clarification of messages by audience and required outcomes
- Design of measurable communications plans
- Building strong networks for ongoing communications
- Forging alliances with strategic partners and groups
- Community engagement plans and execution
- Execution of communications tactics including:
 - community relations, media relations, government relations campaigns
 - writing copy, Q+As, articles, speeches, newsletters, community reports,
 - website, advertising and information materials
 - identifying inclusion of key messages in internal and external materials
- Change Management, Construction, Relocation

Facilitation

- Develop consensus-built measurable strategic plans and their execution
- Working with groups to clarify their core values and current needs
- Design and Report group facilitation to develop consensus on issues

Research

- Survey design, management, analysis and reporting
- General research on quantitative and qualitative supply and demands
- Design, management and conduct of Focus Groups

Marketing & Branding

- Audience segmentation and identification
- Education and involvement of key stakeholder groups
- Developing inclusive marketing strategies
- Identifying, matching and managing creative marketing resources
- Designing and implementing selection process for new brand

Crisis & Media Response Readiness

- Contingency and crisis communication preparation
- Stakeholder awareness and Issue management protocols

Fundraising

- Organization preparation for fund raising
- Education on process of feasibility, capital and operational fund raising
- Management of fund raising counsel selection process

Training & Mentoring

- Presentation skills training, Spokesperson training
- Mentoring clients, stakeholders, staff and boards