GULLERS GRUPP

Communication planning in research projects

1. Why communication?

2. Common pitfalls

3. 10 things to think about

4. Communication in different phases of a research project

5. Where to start

Why communicate?

Why communication?

- The requirements are much higher today

- Everything communicates

- "You only get a mess not a message" (Vinca Lafleur)

- It is a difficult field – have a realistic view of what can be achieved with communication

- The communication isn't stronger than the "product"

Common pitfalls

– Do the work first and communicate it afterwards

– Nobody has time to communicate – erverybody is going somewhere

– People misjudge time and resources needed for result communication

– People are less prone to change than we believe

Common pitfalls

– It is unclear who the target groups are

– The communication has a "sender perspective"

– The messages are about the process not results

– No planning for unplanned effects

10 things to think about
- when you communicate projects and research results

1. The communications landscape is changing

2. People are less prone to change than we believe

3. It is difficult to learn from other peoples experiences

4. The importance of point of reference

5. From dispersing to transfering to exchange information

6. Results communication demands resources and planning

10 things to think about

7. The ones who create the results are the most trustworthy spokespersons

8. Start from the targets groups needs

9. Use existing channels

10. After does not exist

Communication i different phases of a research project

– Before, during (and after)

– Everybody has a responsibility and a role

– The communication is based on what the aim is - what shall people know, feel and/or do?
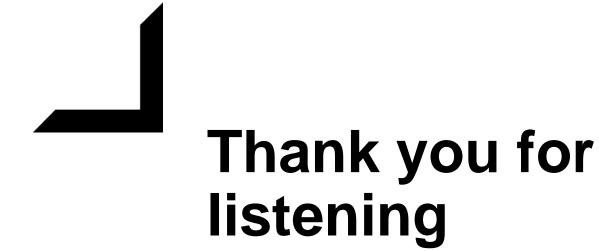
Where to start?

– Workshop – realise that you have many more opportunities than you recognise

– Write it down

– Layman's logbook

Workshop

1. Look at *who* you are addressing in different phases of the project?

2. What do you want the to *think, feel, do*?

3. What will you say to them? (Establish a common message framework)

4. What channels and arenas do you have in the group?

Thank you for listening

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