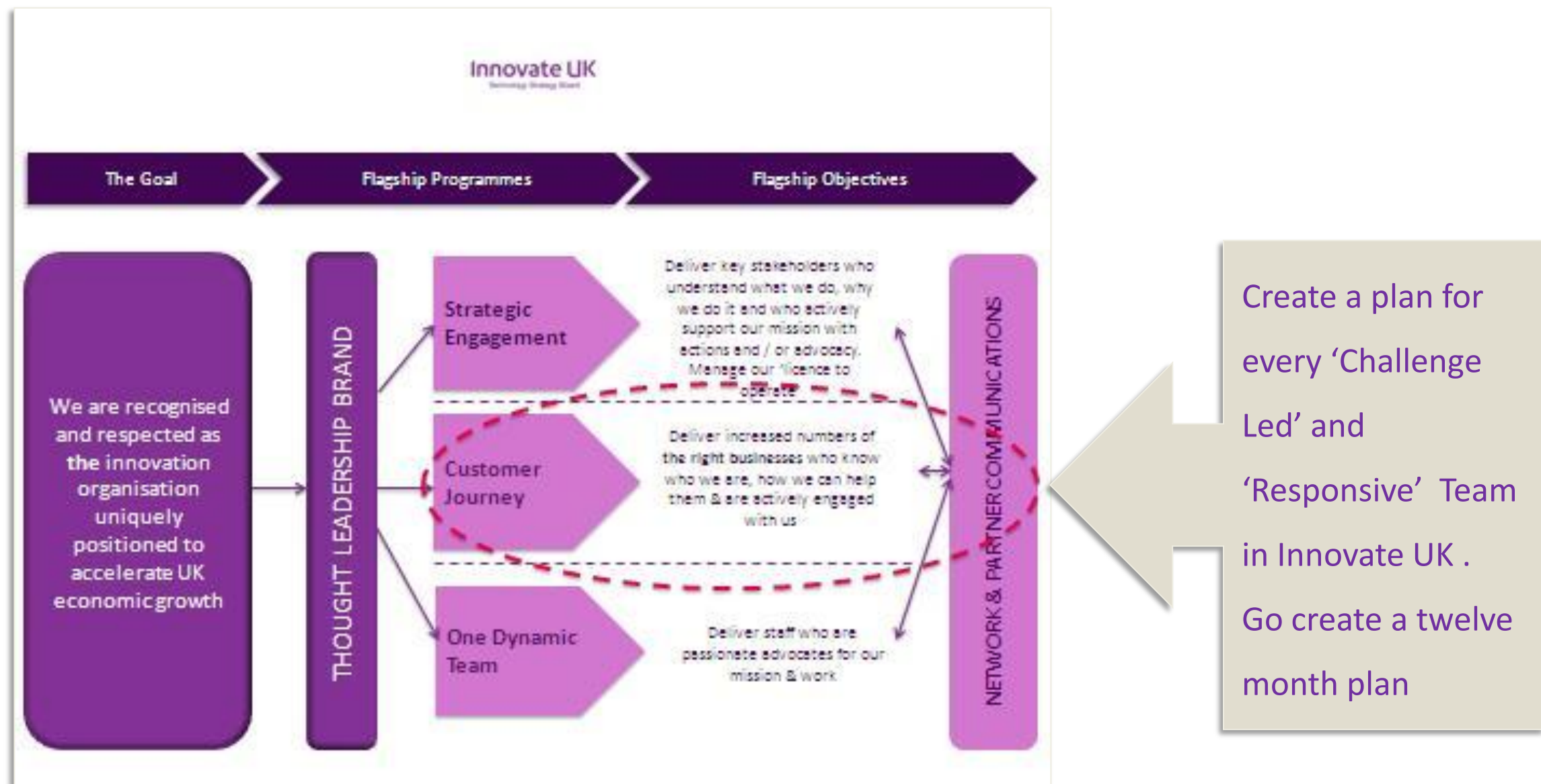
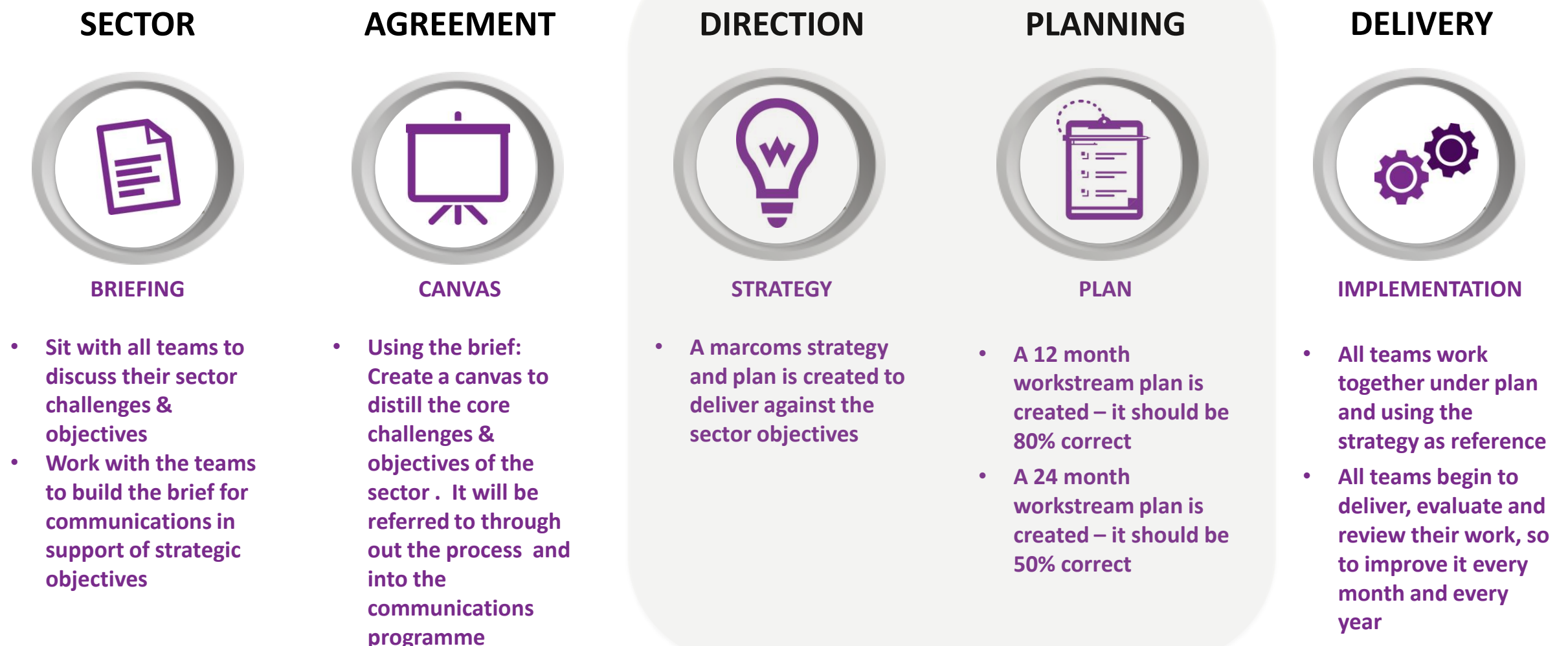


# March 26 2015

# We started with the strategic approach



# Then built a five step process





# We began implementing the process



- Created the first background brief ever for each Innovate UK sectors
- Created a single point of contact
- Developed proposition and unique strategies for each sector
- Created long term plans – 12 months now, soon 36 months
- Every competition mapped & budgets allocated
- All third party activity identified

# Our strategy structure



- 1. Exec summary
- 2. Audiences
- 3. Objectives
- 4. Draft messaging
- 5. Strategy and plan
- 6. Evaluation
- 7. Budget

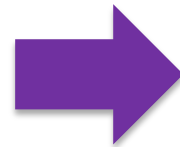
# Developed a strategic approach

- Identify and promote key ‘Competitions’ or ‘Campaigns’ in each quarter
- Explore thought leadership
- Prioritise key themes
- Streamline competition communications
- Grow customer intelligence

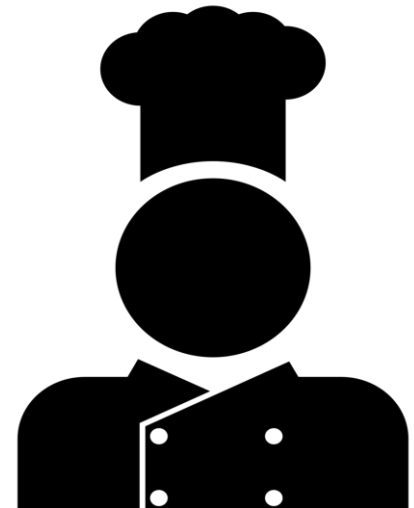
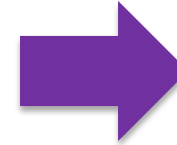
And so far we have had...



64 meetings with IPROG



12 Briefs Completed &  
12 Canvases Created



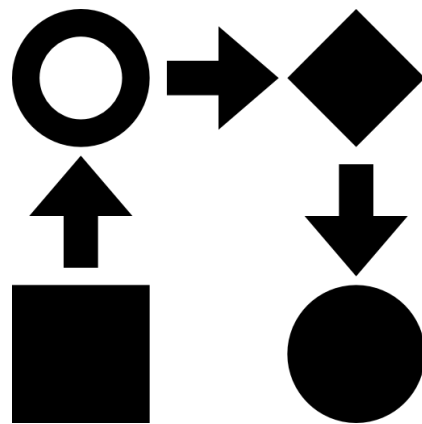
2 Comms Kitchens for  
the Whole Comms Team



Identified  
Future World



12 Strategies  
& 12 plans



IPROG : Workflow /  
Segmentation / Competition  
Optimisation

# IPROG building blocks





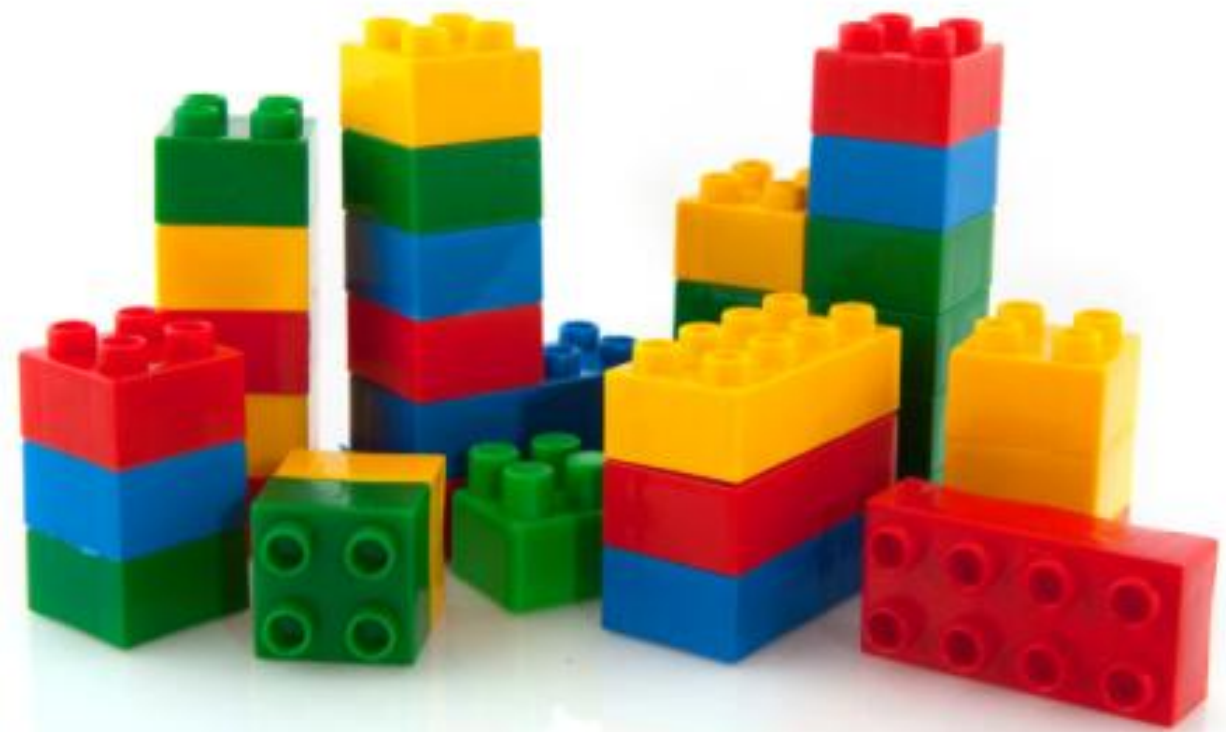
# Defined IPROG objectives

- Raise quality & quantity of competition applications
- Take a thought-leadership position on innovation & global opportunities in each area
- Demonstrate economic impact and benefits of activity to UK Plc



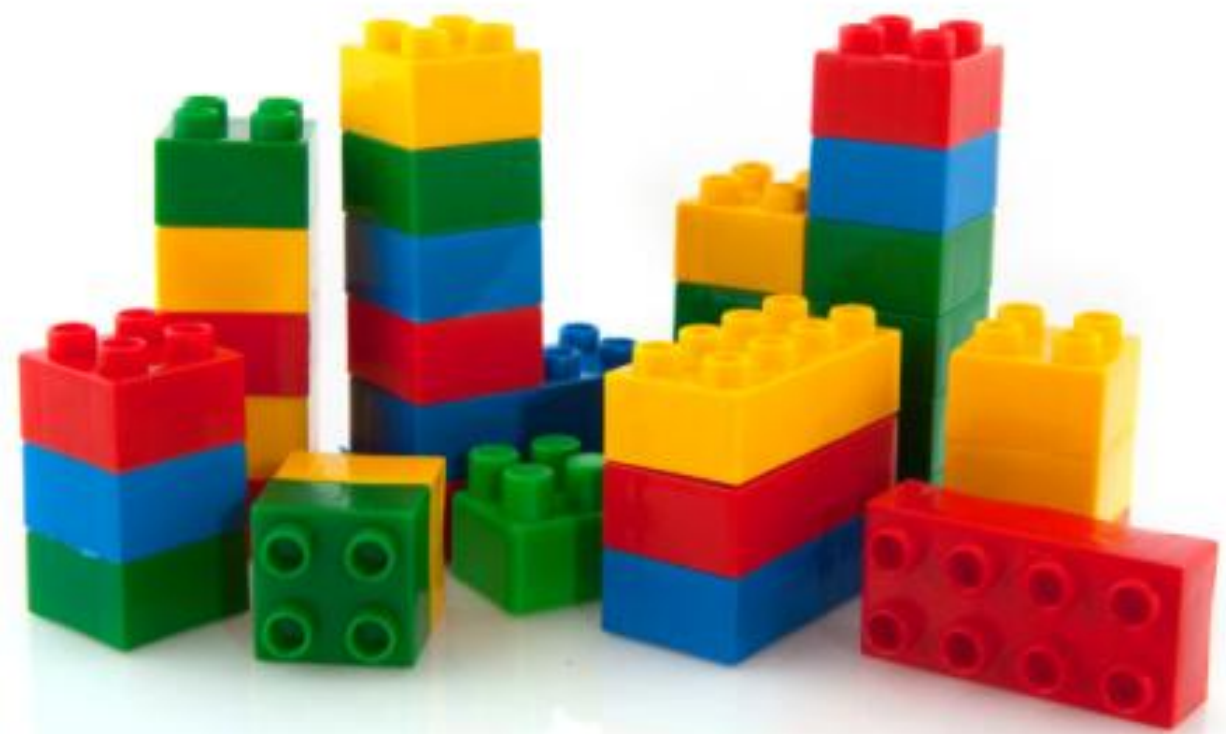
# Planning - IPROG Competitions

- Improving customer experience & making best use of resource
- New editorial support for scope documents
- Publishing online our intent to fund – not only the final scope
- Working strategically with KTN
- Developing messages / support for learning
- Low cost, re-useable, content formats
- Adopting ‘best in class’ software



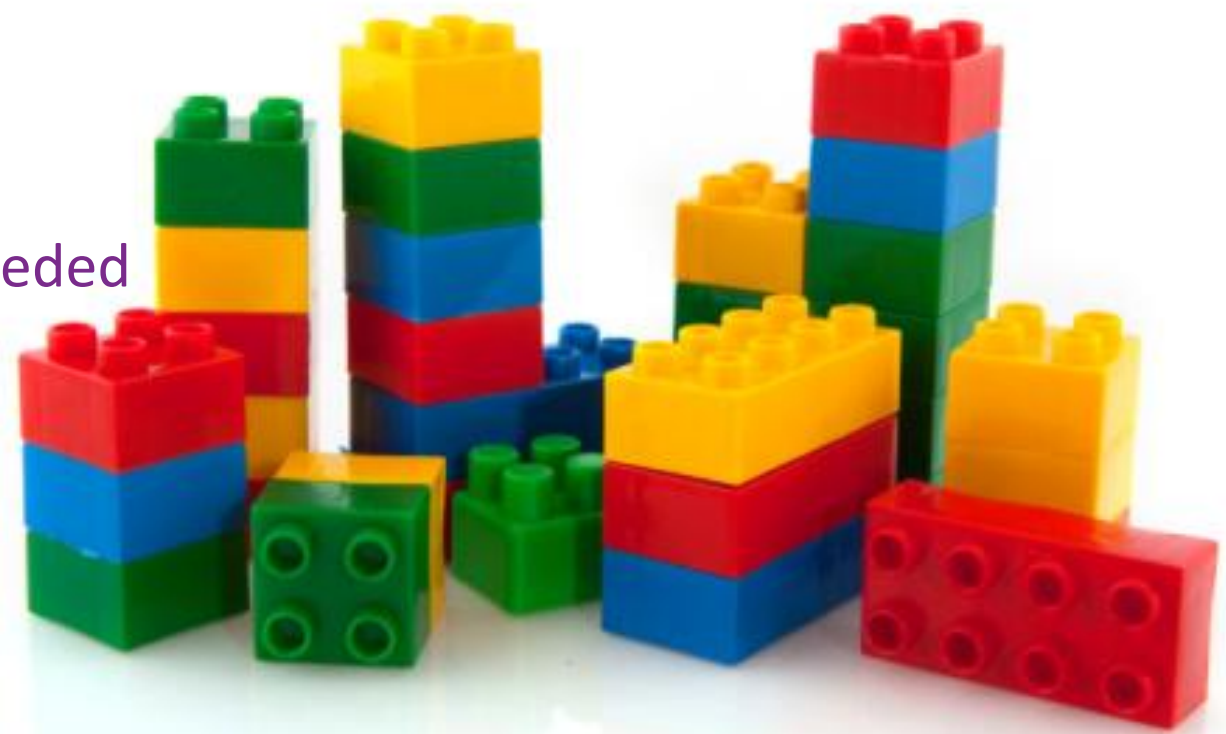
# Planning - IPROG Priority Campaigns

- We've identified all priority 'Anchors' of activity, such as strategy launches
- This gives us key focal points for full Comms Team support
- Enables campaigns with specific, measurable, achievable, realistic and timed objectives
- Enables us to standardise support for all types of activity
- Low cost, re-useable, content formats
- Helps us plan ahead and allocate resource
- Enables us to test & learn & evolve



# Planning – IPROG ‘Bronze’ Activity

- This refers to what iProg teams want to do on top of Competition Communications and the Priority Campaigns
- This means things such as third party events they want to attend as delegates, as exhibitors or as speakers
- Working strategically with KTN
- Developing standard packs for support
- Low cost, re-useable content formats
- Enables us to prioritise and push back if needed





70%

activities are set out in our plans today

20%

of activities will move, drop in/out & have flexibility

10%

will be 'last minute.com' & we will have to deal with it...