

# LIDERKE

Nurture. Enhance.  
Increase. Improve.  
Connect. Create.

liderke.ba

OUR EXPERTISE

Maja Čakarun

Communication expert

**HUMANITY** IN  
**ACTION**  
BOSNA I  
HERCEGOVINA

**G | M | F** The German Marshall Fund  
of the United States  
**STRENGTHENING TRANSATLANTIC COOPERATION**

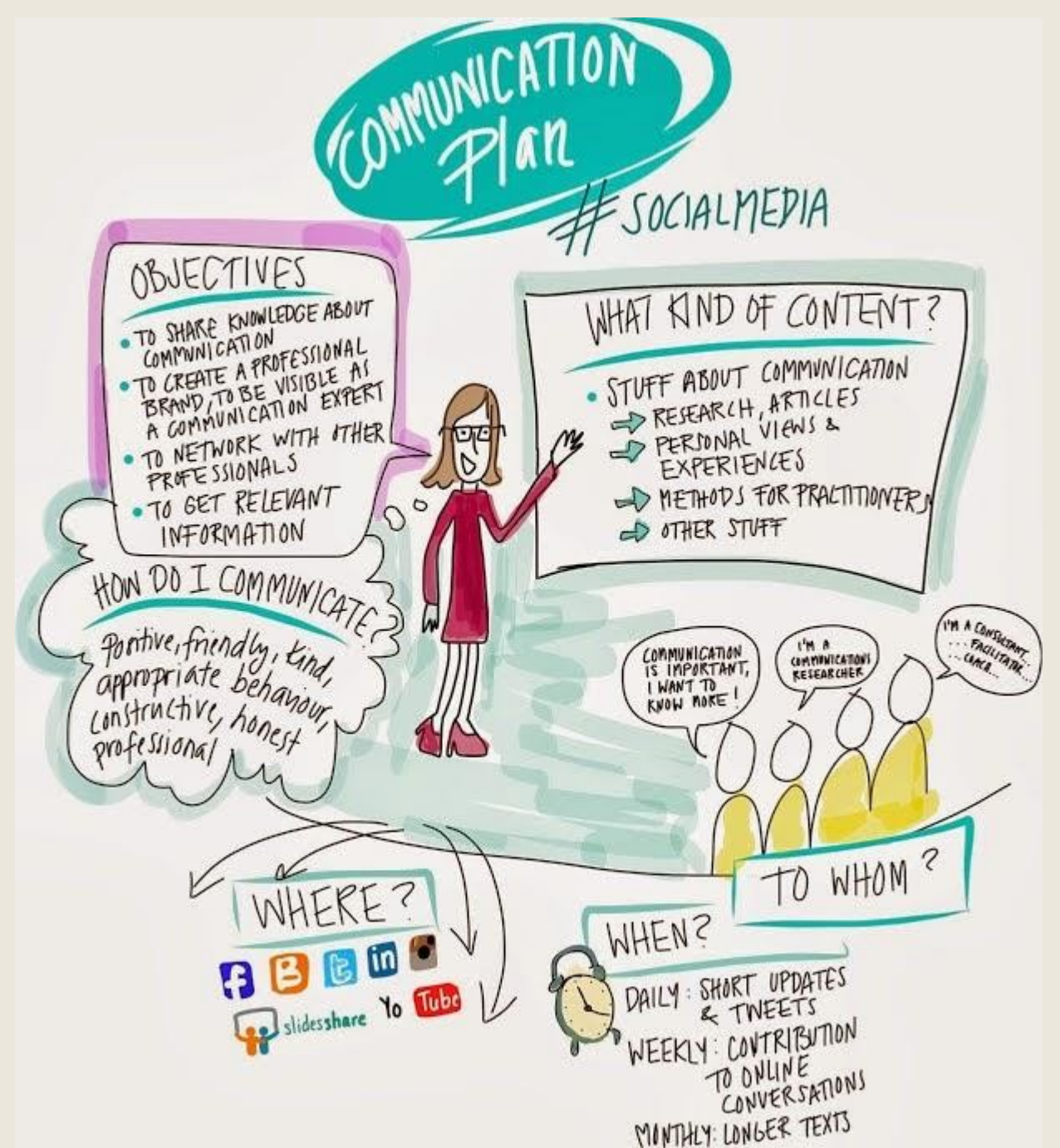
# WORKSHOP PLAN



- SHOW BASIC ELEMENTS OF COMMUNICATION PLAN
- TACKLE HOW TO ENGAGE WITH MEDIA
- TASK: DRAFT COMMUNICATION PLAN

# Why to plan a communication?

- Good communication is good business!
- Engage with your audience!
- Tell your story!



# How to plan communication?

6  
STEPS  
APPROACH



Stand out!



1 DO YOUR  
RESEARCH



2 DEFINE  
GOALS &  
OBJECTIVE



3 CHOOSE  
YOUR  
AUDIENCE

Choose your

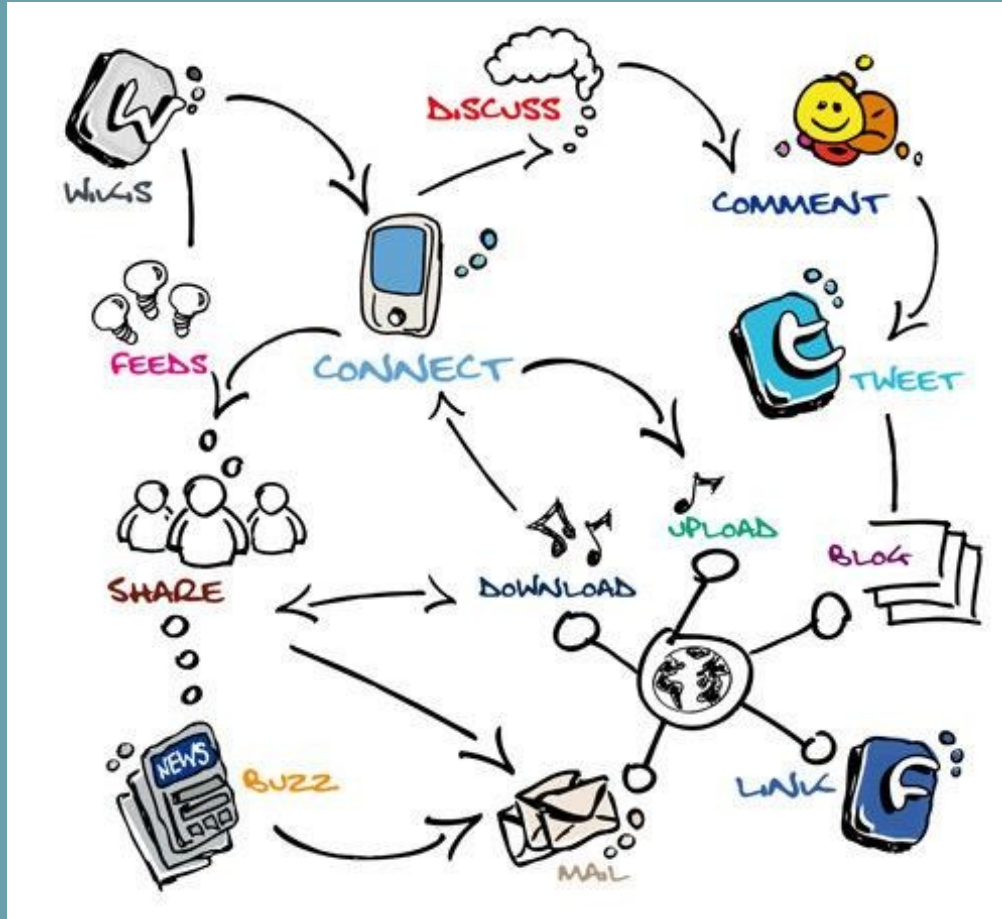
# One Key Message

to bring across

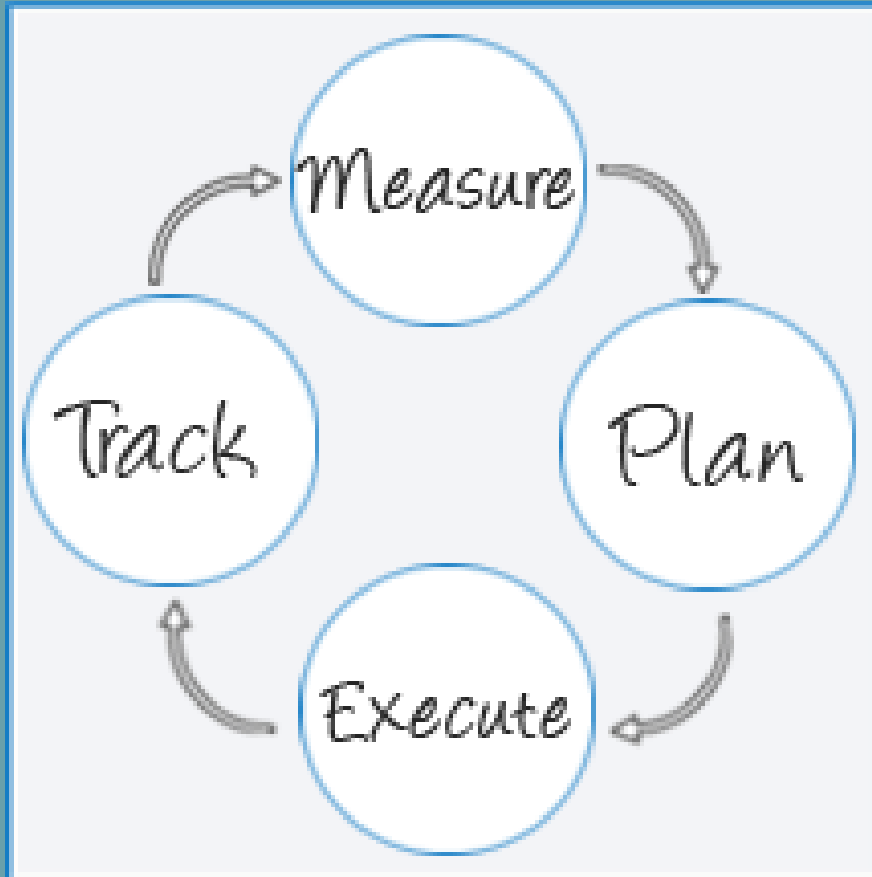


4 DEFINE  
MESSAGES





# 5 DEFINE TACTICS & CHANNELS



# 6 EXECUTE AND MEASURE



# Thank You

Want to learn more?  
Connect with us!

email: [social@liderke.ba](mailto:social@liderke.ba)

<https://liderke.ba>

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