

Programme Evaluation

Overview

Measurable results are key for all organisations today. However, when it comes to communications, there's no magic formula for evaluating the success of a programme. But it can be done if you identify and agree clear-cut communications objectives which will then form the driving force behind your communications strategy and programme.

Our services

1. Media coverage impact reporting

Taking place as a one-off analysis or conducted on a rolling basis, we'll analyse your media coverage and its impact on various audiences as well as its role in helping your organization achieve its business objectives.

2. Brand ranking and competitor benchmarking report

We'll analyse your media coverage and that of your key competitors, and then we'll give you a detailed report that evaluates your standing in the industry compared to the competition. You'll get a detailed assessment of the media presence of well-established industry players; as well as that of challengers, visionaries and niche players. Finally, we'll recommend some potential new approaches – such as thought leadership surveys or research – that can help you challenge the competition and better communicate your industry vision.

3. Stakeholder surveys

We survey a cross-section of your stakeholders to evaluate the impact of the communications programme, either as a one-off process or on a regular basis.

Working closely with you we will set-up the process and determine the best approach for the programme evaluation at hand. After each evaluation we'll give you a comprehensive report that lets you evaluate the success of your communications programme, and how you can improve this for the future.

