



A goal without a plan is just a wish

Your bespoke internal comms planning workshop



2023

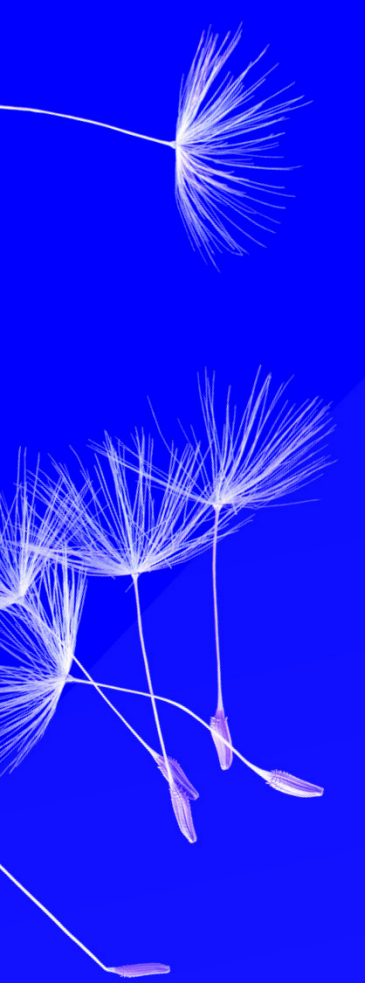
Our planning workshop – a half-day session facilitated by two AB consultants.

Now is the time to step back to evaluate your team's impact in 2022 and create an action plan for the year ahead.

Let our experienced consultants guide you through a robust planning process, provide an objective sounding board and constructive challenge.

We will bring examples of our internal comms work with other organisations to energise and inspire you. This workshop is highly interactive and collaborative – a positive and rewarding way to end this year and start 2023.

The result? A plan for the next 12 months to share with colleagues, senior executives, stakeholders, new joiners to your team and suppliers.



Our workshop tackles five critical questions

- 1 Where are we today?
 - 2 What's our vision?
 - 3 What's urgent versus what's important?
 - 4 What should we start, stop and continue?
 - 5 What's our month-by-month action plan?
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Our consultants will collate the output from your workshop and provide a final report. We can also arrange an optional follow-up meeting to review the output and help you agree next steps.

Costs

Virtual planning workshop

£6,500

We would be delighted to quote for an in-person session, if that's your preference, and for the optional follow-up meeting.

Why AB?

Founded in 1964, we are the world's longest-established internal comms agency. We are trusted by some of the world's best-known and most complex organisations with their internal communications, such as KPMG, Amazon, Kimberly-Clark and American Express.

We think and do. Our consultants and creatives work together to produce insight-driven communication solutions for an organisation's most discerning audience – their people.





Your next step

We would love to discuss our planning workshop with you and hear how it could support you and your colleagues.

Please contact our Client Services Director, Abi Terry, at abi.terry@abcomm.co.uk



Free resources

The Internal Communications Health Check. Would you like an expert assessment of your internal communications activities? Complete this six-part questionnaire – it will take around 10 minutes – and you'll receive your bespoke IC health check report by email. Visit: www.abcomm.co.uk/health

Useful downloads. We have a series of free downloads including how to write an internal comms strategy and what do in the first days and weeks of a new job. Visit: www.abcomm.co.uk/downloads

The Internal Comms Podcast. This is the leading show dedicated to improving communication in the workplace. Visit: www.abcomm.co.uk/podcasts

