

GRSB Comms Council 2024 Workplan

Strategic Priorities



- **Key messages**
 - Trusted messages for each goal + trusted messengers for each key audience
 - Sharing success stories and testing key messages
- **Build ambassadors**
 - Identify, train ambassadors with key messages
 - Subject matter experts, scientists, regional sustainability champions
- **Success Stories**
 - Demonstrate progress towards goals
 - Diverse case studies
- **Consumer Survey**
 - International global beef sustainability survey in key markets as a pilot
 - Provides ability to report publicly on results (i.e. press release)
 - Pull out success stories and create toolkit resources
- **GRSB Toolkit**
 - Combine resources from above into toolkit to facilitate sharing by GRSB, NRTs and members
 - Create sharing calendar and shareable materials

January	February	March 18 A.White chair	April 15 A.Peck chair	May 21 (note: Tuesday meeting due to holiday in Canada)	June 17
	<p>Discuss comms plan for global conference</p> <p>Toolkit input</p>	<p>Communications learning sessions:</p> <ul style="list-style-type: none"> • brainstorm topics • speaker suggestions <p>Consumer survey</p> <ul style="list-style-type: none"> • Bradd Witt update • request quotes <p>Conference agenda & communications toolkit</p> <ul style="list-style-type: none"> • GRSB staff update 	<p>Review toolkit submissions</p> <p>Uruguay Conference comms</p> <ul style="list-style-type: none"> • Promotion plan and resources • Brainstorm comms conference session <p>Goals Reporting communications needs for GRSB, NRTs</p>	<p>Finalize success stories:</p> <ul style="list-style-type: none"> • Select feature stories • Brainstorm execution plan <p>Establish Working Group for comms learning sessions</p>	<p>Plan program for Comms Session at Global Conference, including format and speakers</p>
July 15	August 19	September 16	October 21	November 18	December 16
	<p>Review Success Stories resources (phase 1)</p> <p>Emerging Hot Topics</p> <p>Discuss COP16 (biodiversity) and COP29 (climate)</p>		<p>Follow-up Global Conference</p> <p>Review Success Stories resources (phase 2)</p> <p>Learning session: Stakeholder Engagement: sharing successful & not so successful stories (45 min)</p>	<p>Learning session: Anatomy of a communications plan: scope, tools & execution (45 min)</p> <p>AND/OR</p> <p>Crisis Communications & preparing for media (45 min)</p> <p>2025 planning</p>	<p>Review Success Stories resources (phase 3)</p> <p>Learning session: Content creation; measuring engagement and success (45 min)</p>

Learning session topic ideas:

- Media training 101
- Anatomy of a communications plan & Tools being used to amplify, efficiency etc.
 - When a full plan is needed, and when it isn't
- How to create engaging content on a budget, and how to get people to engage with it
- Measuring ROI of comms/marketing/advertising
- Crisis Communications
- Internal stakeholder engagement success story & things that didn't go as planned