



Delivered in conjunction with the TII 2016 Annual Conference
Investing in Innovation

Messaging Master Class for SOUL-FI Companies

- **Location:** Barcelona Science Park, Barcelona, Spain
- **Date:** Thursday 28 April 2016 from 9.00 to 17.00
- **Format:** Participation of up to 12 companies, with 2 representatives from each company
- **Price:** *Free of charge* for SOUL-FI companies
- **Trainer:** Sue Mizera, Business Consultant, Geneva*



Part I (9.00-13.00)

Discover your brand's messages and how to communicate them with force, clarity and differentiation vs. competition

Introduction:

Branding defined and scope of workshop articulated (plenary session)

To include video from Simon Sinek's TED Talk on the importance of *Why?*

Participating companies complete 3 tried-and-true exercises designed to connect their brand's key messages to their key target audiences:

- Brand Personality
- Think-feel-act
- The Values Ladder

Coffee Break (10.45-11.00)

Participants report results of each exercise back to their working group of 4 companies (three working groups for 12 companies.) This allows time for presentation as well as peer reviews.

Key deliverables:

Upon completion and presentation of the above exercises, participants repair to their teams to draft their investor pitch and their sales pitch (2 minutes each). The final presentation in Part I is both pitches to the working group for peer reviews and upgrades.



Lunch (13.00-14.00)

Part II

Communicating your brand online via thought leadership and content strategy

Introduction:

Define content strategy and thought leadership (plenary session)

Articulate strategic value of both: creating value in the eyes of the customer

To include best-in-class examples from a range of categories

Format:

Based on the messages they created for their target audiences (morning session), the participating companies address:

- How can you exploit your unique position in your markets to generate valuable insights and advise on issues your customers and prospects care most about (thought leadership)?
- How can you turn insights and advice into campaigns that change people's minds and incite action (content strategy)?

Participants report back to their working groups for peer reviews and upgrades of their online strategic approaches.

Coffee Break (15.15-15.30)

Key deliverables:

Upon completion and presentation of the above exercises, participants generate one idea each per company for content strategy and thought leadership. Ideas include where they need to be present – online, in social media and/or traditional media? The final presentation in Part II is both ideas to the working group for peer reviews and upgrades.

Conclusion:

Return to plenary session for final comments, questions, immediate next steps.

* **Sue Mizera** is a 30-year veteran (5 years in New York, 25 in Geneva) of Young & Rubicam, a global communications agency, and former Managing Director of Young & Rubicam Business Consultants, Geneva, a strategic brand and business consultancy that she created. Her clients have included Microsoft Business Dynamics, Areva T&D, Caterpillar, the World Economic Forum, Siminn (Iceland Telecom), DuPont (multiple divisions) and Medtronic. Besides projects with large multinationals, new branding projects include start-ups and SMEs in incubation, innovators for whom Sue has tailored a branding process in line with their size and needs.