# akkanto, your partner from start to finish

**#01** 

#### Strategy

Preparatory meeting and definition of strategy and timing

**#02** 

#### Standby statement

Initial reactive statement with the aim of keeping communication control

#03

#### Reverse Planning

Planning of activities, including the division of tasks, up to D-Day

#04

#### Q&A

Q&A document to prepare for stakeholders' questions

#05

# Message Development

Message development session and the crafting of key messages

#06

## Storyline

Economic reasoning comprising all elements of the announcement to serve as the basis of all subsequent communication

#07

#### Preparation (Extraordinary) Works Council

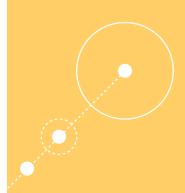
PowerPoint presentation for the Works Council and/or personnel announcements **#08** 

#### **Internal Communication**

- Internal Communication towards personnel
- Talking points or letter

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**#09** 

Communication customers and suppliers

Communication towards clients and suppliers

#10

Communication political authorities

- Mapping
- Talking points
- Communication towards political authorities

#11

**Media training** 

Training of spokesperson aimed at refining communication techniques

#12

### **Press Release**

- Development of a customised press listPreparation of a press
- Preparation of a press release for proactive or reactive use

#13

#### Monitoring

Monitoring of print, online, and social media

#14

#### Interim press office

Taking media calls for a 5-day period

#15

# Change ambassadors training

Training for change ambassadors or internal trainers

#16

# Dark site

Development of a website activated the day of the announcement

