

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



ACCOMPANYING REORGANISATION



#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 list
- 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

