

The Knowledge Capital Forum

The Forum is a powerful reputation building and marketing vehicle for demonstrating your knowledge, expertise and values in areas that are vital to the ability of your stakeholders to plan for the future.

The forum helps businesses achieve the aims of:

- Moving up the value chain and extending service offerings;
- Expanding existing relationships;
- Engaging new target groups;
- Reinforcing brand values;
- Preparing the path for new business strategy, business transformation and performance improvement

The Forum enables you to make your knowledge of the trends and issues that will determine success compelling and valuable to senior clients, intermediaries, opinion formers, employees and investors.

What the Forum looks like

The purpose of the Forum is to organise, research, interpret and present knowledge on developments which are of critical importance to your stakeholders. The Forum ensures that this knowledge is of the highest quality, not easily obtainable elsewhere and valuable to your target stakeholders for planning and policy making.

The Forum process is designed to create a platform for constructive, mutually beneficial dialogue with your key targets at three points:

- at the information gathering stage
- When the Forum report is published
- at Forum seminars with independent experts to explore report implications

The process provides the best possible context for strengthening and opening relationships and reinforcing positioning and business values.

Planning and implementing a Forum project

Targets and goals

1. Identify key targets.
2. Identify the goals - reputation/business development/issues management/business strategy - and set clear aims.
3. Identify the areas where the company's expertise can be translated into the basis for substantive knowledge that will be of value to the target groups.

Design the project to meet the goals

4. Choose the subject.
5. Determine the best process for information gathering and interpretation and identify potential partners. There are usually a range of options:
 - A) Internal research process and project management – best when there is suitable expertise and resources available;
 - B) Partnership with an academic institute or research company;
 - C) Outsource project implementation.
6. Design methodology which includes opportunities for business development.

Sweat the asset

7. Plan the PR and stakeholder engagement programme.
8. Disseminate report.
9. Plan seminars, breakfast meetings and on-going contact programmes.
10. Speak at conferences.

Smith Associates services

We work with business leaders to make communications into a powerful tool for winning and mobilising support for new strategy and plans to:

- Drive turnaround;
 - re-organise and reduce costs, while strengthening core purpose and skills;
 - establish new ownership;
 - achieve performance improvement;
 - renew culture;
 - rebrand;
 - meet new corporate responsibility challenges.
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Our service is comprehensive. We provide communications strategy, distil the arguments into a powerful, inspiring call to arms, provide campaign planning, content development and project management through all internal and external communications channels.

Contact

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