**INTEGRATED MARKETING COMMUNICATIONS**

**LEARNING OUTCOME 2: ACTIVITY 5**

**Pairs Activity**

**Banking on good corporate communications**

The strength of a brand is an important part of employee and stakeholder engagement and has a direct impact on staff satisfaction, so internal and corporate communications are important activities that help to build and maintain relationships.

**Your challenge**

Working as a group, imagine you are a team of communications specialist working for a major bank. You have been asked to review the brand’s internal and external corporate communications strategy.

You have a meeting tomorrow afternoon with the Senior Leadership Team to discuss the possible touchpoints that need to be considered as part of the strategy. Which online and offline channels would be the most effective and appropriate?

**Make some notes for this meeting that include:**

* A description of the likely internal and external stakeholder groups.
* The media channels you would recommend that would reach each different stakeholder segment.
* The purpose of the channel; what is the job to be done and your justification for the channel choice.