

Effective Communication and our Target Groups

Olga Málková



Supreme Audit Office
Czech Republic

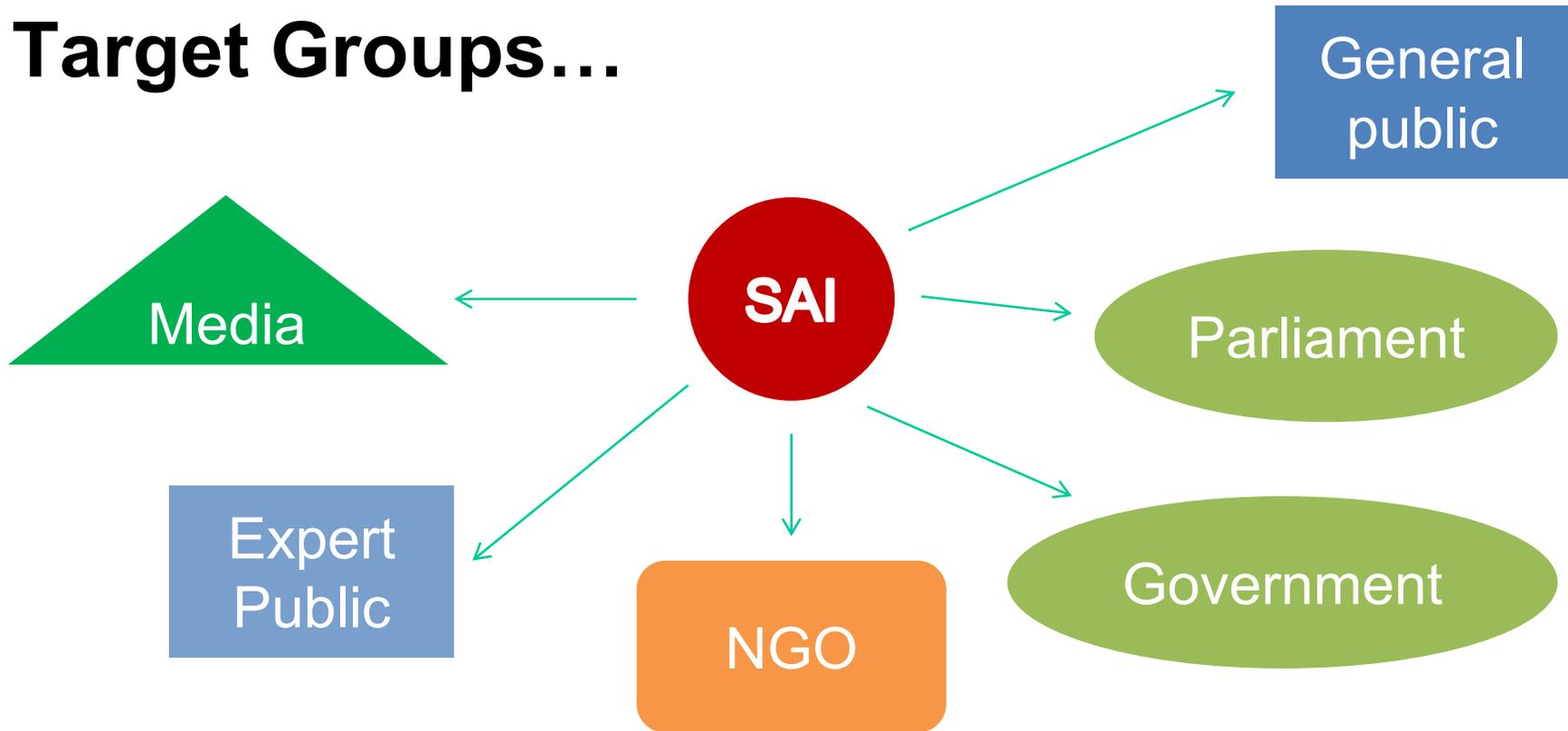


Effective communication?

When the recipient understands the intention of your message.

Recipients

Target Groups...



One output? Insufficient !

Recipients

Influence on successful communication



TIMING:

7 am



REGULARITY:

every Monday



EFFECTIVENESS:

answer the same day



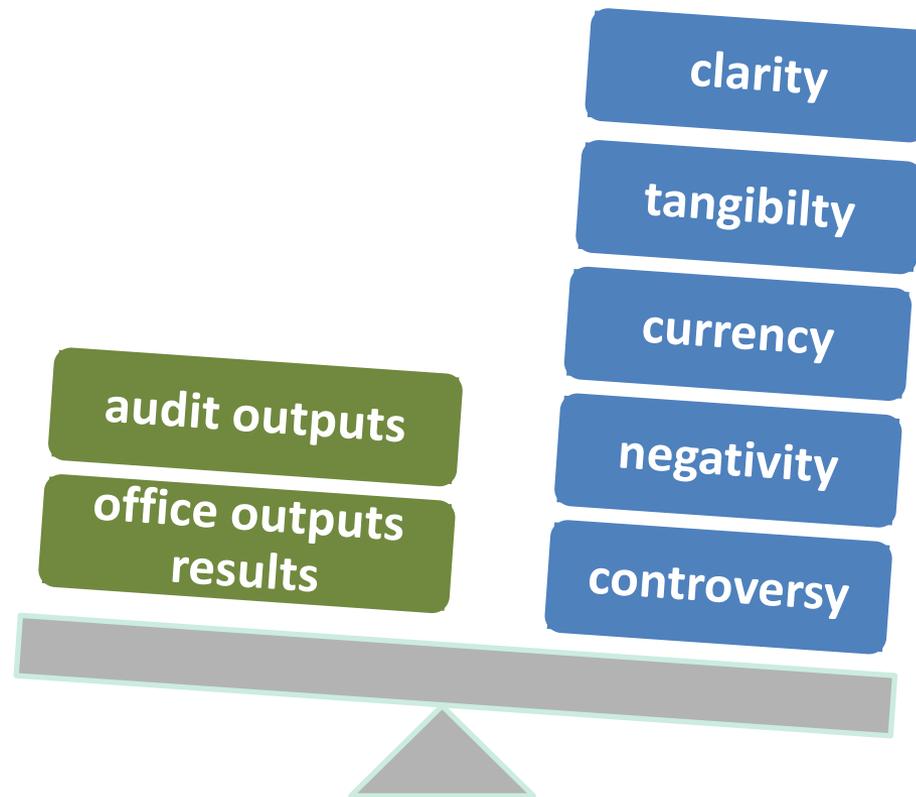
TARGETING: adjust the information to target



Message

SUPPLY

DEMAND



Understanding the intention

Options of diversification of SAI's outputs:

- Audit reports
- Press releases
 - one or different versions?
 - one or different mail lists?
- Events
 - just PC or breakfast with media, etc.?
- Digital media
- Social networks
- Controlled leaks of information



Do we have a choice?

Mass vs. targeted communication

- Which one is more valuable
 - for brand awareness?
 - for content knowledge?



Thank you for your attention.



Supreme Audit Office
Czech Republic