

Strategic Communication Research Forum

Forum Research Projects Overview

As always the scope and final content of the research will be based on ongoing consultation and feedback from Forum members throughout the year. For more information please contact Melcrum's Research Director:

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1. October 2010 – February 2011

The Future for Internal Communication

What are the major business and workforce trends likely to have an impact on the IC function in areas such as roles and responsibilities, team skills and competencies and preferred channels and technology, over the next five years? This project will highlight the major external trends surfaced by our research, the implications for IC and recommendations for how IC leaders can begin to prepare for new and changing priorities. Members can use this information to help identify areas of strength, weakness and opportunity in their own teams, and incorporate recommendations in future strategic planning.

2. March – June 2011

Developing an Internal Communication Benchmarking Tool

In early 2011, Melcrum will launch a diagnostic tool designed to allow IC leaders to gather feedback from senior stakeholders across their organization on both the performance of IC and the importance of IC activities to business goals. With criteria taken from Melcrum's Framework for an Internal Communication Function, survey results will allow members to gain a clear insight into areas of low performance:high importance (i.e. opportunities for improvement) and high performance:low importance (where they may wish to reconsider resourcing). In this study, we will bring together results of surveys from across the membership to highlight common performance gaps and opportunities for IC functions to become true strategic partners to the business.

3. July – October 2011

Establishing a Truly Global Internal Communication Strategy

Building on Melcrum's in-depth study on How to communicate with a global workforce published in 2007, this project will revisit the topic with a view to understanding the current challenges and priorities for IC practitioners operating both from the global center and within regional teams. The research will also draw on relevant findings from the Future for internal communication study conducted earlier in the year to highlight both shifts in approaches and latest best-practice thinking. Themes to be addressed include technology, emerging markets and cultural issues, audience segmentation and how to find and maintain the global/local balance in communications.

4. November 2011 – February 2012

Internal Communication's Role in Supporting Managers

With providing communication support to leaders and managers a key challenge for all Forum members and a major area of opportunity for the IC community at large, this project will build on Melcrum's extensive research over the last 10 years to establish the latest thinking and most effective practices in this area. The project coincides with a new communication training module for managers to be launched by Melcrum in 2011 and the role of IC in contributing to manager training and development initiatives will also be covered. Additional themes will include working with virtual/global teams, social media, competency models and key interventions from IC (hiring, training, reviewing, promoting).

Forum Dates

For more information on these projects, see the overview section on the left.

UK/SCA Dates

10th Feb (Joint: London, UK)

The Future for IC

9th June (London, UK) / 14th June (SCA)

Melcrum's Benchmarking Tool

10th Oct (Joint: London, UK)

Establishing a Truly Global IC Strategy

1st Dec (SCA) / 8th Dec (London, UK)

IC's Role in Supporting Managers

Asia-Pacific Dates

3rd February (Sydney, AUS)

Using Video as an Effective Global Channel

8th April (Melbourne, AUS)

The Future for IC

14th April (Singapore, SG)

Employee Engagement

27th June (Sydney, AUS)

Melcrum's Benchmarking Tool and Social Media

17 October (Sydney, AUS)

IC's Role in Supporting Managers

US Dates

8th February (San Francisco, CA)

The Future for IC

12th April (New York, NY)

The Future for IC

20th September (Chicago, IL)

Assessment and Evaluation of the IC Function

9th November (Houston, TX)

IC's Role in Supporting Managers

Strategic Communication Research Forum

Webinar Dates

All webinar sessions will last for 1 hour, combining a presentation of best practice case studies and data, along with closing Q&A and next steps.

Times: UK: 1600 | Continental Europe: 1700 | US East Coast: 1100 | US West Coast: 0800

Wed 19 January

Case Studies & Toolkits: Getting Leaders Comfortable With Social Media

Thu 20 January

The Future for IC

Wed 16 February

Case Studies & Toolkits: Melcrum's Internal Communication Framework – what should we be focused on as Internal Communicators?

Wed 16 March

Case Studies & Toolkits: Making Managers Better Communicators – the basics for partnership between internal comms and front-line leaders

Wed 27 April

Case Studies & Toolkits: Change Communication – the theory of change, the role of internal comms, and making change work

Wed 25 May

Case Studies & Toolkits: Story Telling – the concept, the capture and the use of stories to engage and educate

Wed 22 June

Case Studies & Toolkits: Culture, and internal comms' role in shaping and sustaining it within our businesses

Wed 13 July

New Study Overview: The future for internal comms

Wed 17 August

Study Overview: From cascade to dialogue - how to encourage productive conversations in organizations

Wed 14 September

Leadership Support Session: Linking internal comms strategy to business goals

Wed 19 October

Tool Review Session: Melcrum's internal communication diagnostic tool

Wed 16 November

Study Overview: Bringing brand to life - the role of leaders

Wed 14 December

Study Overview: Maximising the business impact of the video channel

About Melcrum

Melcrum, a privately held research and training business, is the leading authority on best practice, emerging trends and strategy in internal communication. Melcrum advises internal communication leaders at 69 percent of the Global Fortune 100 largest organizations and 84 per cent of the FTSE 100. Through independent research and executive education, Melcrum helps internal communicators achieve the rewards and recognition they deserve.

With global networks and offices in the UK, US and Australia, Melcrum researchers and editors spend their time meeting and talking to practitioners to find out where the best work gets done. Melcrum makes these tools, techniques, and case studies available to its members through publications, research, events, forums and websites.

For more details visit: www.melcrum.com