

## Strategic Communication Research Forum

A comprehensive source of best practice, peer-to-peer networking & benchmarking, training & events

### NETWORK

#### Unparalleled network of senior communicators

- A membership of Internal Communicators from 84% of the FTSE 100 & 69% of the Global Fortune 100
- Quarterly meetings to discuss new research findings with senior peers
- Ongoing virtual & live networking with peers across industry & geography

### SUPPORT

#### Unlimited Service & Support

- Dedicated account manager & point of contact for you & your team
- Customised annual service plan to align Forum resources to your explicit Internal Comms challenges

### DEVELOPMENT

#### Professional development for you & your team

- In-house workshops introducing your team to best practice & how to implement it
- Calendar of webinars for your team to hear the latest thinking on key areas of Internal Communications
- Customised world-class training & accreditation

### RESOURCES

#### Resources aligned with critical business needs

- Access to jobs boards to find the talent you need to take your business forward
- Toolkits to enable you to customise & implement business-transforming ideas from across industry

### RESEARCH

#### Ongoing best-practice research

- Research agenda driven by member issues & directed by you
- Reports & case studies to inform your strategy & inspire your teams

### TRAINING & EVENTS

#### Leading-edge workshops & conferences

- Discounted attendance for you and your team at Melcrum's global conferences on key IC topics from social media strategy and intranet management, to consultative skills development for your team

## MONTH 12

**RESEARCH:** Receive hard copies of the Forum research study previewed at last month's meeting

**SUPPORT:** Account manager begins development of service plan for subsequent membership year

## MONTH 1

**SUPPORT:** Account manager builds your customised service plan for the year

**SUPPORT:** Webinar with your team to introduce Melcrum services

## MONTH 11

**RESEARCH:** Team member requests vendor recommendations for a newsletter creation services

**NETWORK:** You attend Forum session with senior peers in the membership

## MONTH 2

**NETWORK:** You attend Forum session with senior peers in the membership

**DEVELOPMENT:** Two team members dial into webinar on enabling dialogue across the business

## MONTH 10

**SUPPORT:** Service review and renewal discussion with account manager

**TRAINING:** Two team members attend training workshop on intranet management\*

## MONTH 9

**DEVELOPMENT:** Customised in-house Black Belt Training day for your team\*

**RESEARCH:** Receive hard copies of the Forum research study previewed at last month's meeting

## MONTH 8

**RESEARCH:** Team member requests to network with companies experienced in change management

**NETWORK:** You attend Forum session with senior peers in the membership

## MONTH 7

**DEVELOPMENT:** Annual in-house workshop attended by your full team and HR colleagues

## MONTH 6

**SUPPORT:** Six-month check in with account manager to evaluate service and value

**RESEARCH:** Receive hard copies of the Forum research study previewed at last month's meeting

## MONTH 3

**RESEARCH:** Request research support on comms competency development for line managers

**RESEARCH:** Receive hard copies of the Forum research study previewed at last month's meeting

## MONTH 4

**TRAINING:** Two of your team attend Melcrum's conference on social media\*

**TRAINING:** Three team members dial into webinar on linking comms activity to business strategy

## MONTH 5

**NETWORK:** You attend Forum session with senior peers in the membership

**RESOURCES:** Your head of HR posts a new comms position on Melcrum.com jobs board\*

