

Edge of Change



**Public Relations Plan for
Leadership Coaching Event**

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**Submitted March 7, 2013 by
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Background

As CEO and founder of Edge of Change, Corinne McElroy is a certified leadership coach with extensive training in leadership, communication and relationships. She has a passion for assisting leaders in fully recognizing who they are and where they can be tomorrow. She teaches teams how they can take charge of their businesses through strategies, tools and the continuous support offered by Edge of Change.

Corinne is a Certified Professional Co-Active Coach (CPCCC) through the Coaches Training Institute, an Organizational and Relationship Systems Coach (ORSC) through the Center for Right Relationship, and an authorized facilitator of the Team Diagnostic assessment tool through Team Coaching International.

Edge of Change has seven 3- to 4-hour workshops that range from exercising effective communication to taking chances to change your life. The signature program created by Corinne is “The Leader's Journey: Discovering Your Leadership Impact.” Each workshop is accompanied by a 60- to 90-minute webinar that clients can view prior to the live workshop.

Corinne is active in her local community of Eugene, Ore. She works on the Board of Directors for Committed Partners for Youth and with Big Brothers Big Sisters. As a member, mentor and keynote speaker for Women’s Business Network, Corinne has helped hundreds of women achieve their dreams.

Corinne’s envisions all leaders to commit to positively influence in the world through understanding their impact on themselves and others. She coaches leaders and future leaders to create a sense of empowerment in the workplace.

Edge of Change’s past clients include Whole Foods Market, Funk/Levis & Associates, Big Brothers Big Sisters and Michael Kors.

Situation Analysis

Since Edge of Change’s start in 2008, much of Corinne’s coaching has taken place outside of the Eugene, Ore., area. To create a large clientele in Eugene, Corinne wants to establish a live workshop event that generates a broader awareness for Edge of Change. Focused marketing and social media efforts would also contribute to a growth in local relevance.

Currently, companies all over the United States are contacting Edge of Change to bring its services directly to their employees, resulting in a lot of traveling for Corinne. She would like to begin a transition that would establish more local business. Edge of Change has not previously hosted any events for an audience in a diverse range of

businesses. Edge of Change has primarily worked for clients who have hired Corinne privately.

Aside from Insight Coaching Alliance, the Eugene Chamber for Women Business Leaders, and the WINGS seminar, Eugene, Ore., is not home to many opportunities for leadership growth in a public event setting. This absence gives Edge of Change a platform to promote leadership in businesses. By comparing prices and details of these other local events, Edge of Change can craft its event to be welcoming to an array of businesses that seek varying needs.

Businesses want to create successful company cultures so that people want to work there and employee retention is high. Edge of Change can build its Eugene clientele by conveying that it offers clients tools to enhance workplace success.

Core Problem and Opportunity

Edge of Change does not have a large presence as a leadership-coaching business in Lane County because of its previous lack of focused marketing. Through targeted event promotion and stronger social media efforts, Edge of Change can establish itself as a valuable tool for businesses.

Goal

For Edge of Change to help businesses and organizations in Lane County succeed by providing coaching workshops in the community.

Key Public

Business owners and managers are the primary target audience for Edge of Change. These leaders control employees' schedules and therefore can incorporate Edge of Change's leadership-building event into the workday. A study by Merrill Anderson found that business coaching continues to increase and be utilized during recent years. Skill workshops, team or group coaching, and coach-to-coach mentoring have become part of many companies' success. Business leaders have stated that creating a coaching culture increased employee engagement, job satisfaction, morale, collaboration and teamwork (Anderson).

With a birds-eye view of the business, owners and managers know where problem areas exist among employees and where improvements can be made. Spending a weekday morning with Edge of Change transforming employees' leadership skills would help business owners and managers strengthen companies of all sizes and areas of business and impact overall organizational well-being. Business owners and managers would pay

\$49.95 per person to attend an event where employees will transform into better leaders and have higher morale.

According to the United States Census Bureau there are 16,645 business firms in Eugene, Ore. and 4,050 in Springfield, Ore. These high numbers allow for selectivity in inviting guests to Edge of Change's first public event. Businesses that have medium to large-sized management teams comprise Edge of Change's primary public.

Objectives

1. Plan and promote a workshop event that fills the venue with as many as 100 attendees from at least 10 different Eugene businesses.
2. Receive event feedback from 25 percent of attendees.
3. Connect with at least three of the businesses in attendance after the event to plan a private Edge of Change coaching session by the end of 2014.
4. Raise awareness of Edge of Change by 20 percent with Lane County businesses.

Key Messages

Primary Message

Businesses and organizations can enhance their employees' leadership skills and create stronger company cultures by attending Edge of Change's coaching event and adopting its strategies for successful operation.

Secondary Message

- In a 4-hour event open to Lane County businesses, attendees will realize what their individual leadership impact is and how they can apply it to their professions.
- Edge of Change's leadership coach, Corinne McElroy, is a valuable asset to any organization or business by coaching the leaders to recognize who they are today and where they can be tomorrow.
- Corinne's extensive coaching training and certifications qualify her to transform management teams so that they can create better professional results and acquire more business.
- In addition to leadership coaching, Edge of Change offers workshops on taking risks, finding balance between personal and professional aspects of life, resolving conflict and creating positive change, communicating effectively, and setting goals.

Strategies and Tactics

Strategy 1

Invite a variety of Eugene businesses to the live event.

Tactics

- Through standard mail, send postcard invitations to businesses.
 - Corinne's face, Edge of Change's logo and mission, and a general description of what the event will be will be present on the postcard.
 - Prominently print event date, time, price and location on card.
 - Clearly print instructions for how to register on card.
- Send 500 invitations keeping in mind that a typical RSVP rate is 10 to 15 percent (multiple employees will attend from many of the businesses).
 - Use Vistaprint to design, print and mail postcards.
 - Compile a list of all invited businesses with addresses to insert into a database that can easily be merged onto mailing labels. Such a database would include name of business, owner or manager, mailing address and email address. Sources for that list could include the Eugene Chamber of Commerce.

Strategy 2

Make a public announcement about the event

Tactics

- Distribute a news release to business sections of local newspapers (Eugene, Springfield, Salem, Florence, Roseburg, Cottage Grove, Oakridge)
- Post event on Register Guard and Eugene Weekly Facebook pages from Edge of Change account.
- Share event announcement with Eugene Chamber of Commerce.
- Post updates on Edge of Change's Facebook and Twitter pages to promote event to those who already follow it.

Strategy 3

Using direct mail follow-up communication, instill that the event will bring success to all businesses in attendance.

Tactics

- One week after postcard invitations are sent, send a follow-up email to businesses, restating information that is on the postcard they received in the mail.
 - In the follow-up email, also include testimonials from past clients,

proving that Edge of Change makes a positive influence on companies and management teams.

- Attach Edge of Change's promotional video in the email to further show and explain the impact Corinne has on her clients.
- Clearly provide a way for recipients to learn more about Edge of Change by linking Edge of Change's website and social media accounts to the email.
- Promote event on social media to target invited companies and prove that Edge of Change is a company worth looking into further.
 - Make event details prominent and easy to recognize on social media.
- Connect with all invited businesses on LinkedIn.
 - Message connected businesses privately about the workshop event.
 - Urge Edge of Change's LinkedIn connections to tell other businesses about the event.

Strategy 4

Create professional and engaging event so that attendees will arrive excited and leave satisfied and empowered.

Tactics

- Send a reminder email two days before the event as a way to inspire and excite those who have registered for the event.
- Play music at check-in, during breaks in workshop and after conclusion.
- Print place cards so that attendees can sit with coworkers.
- Display posters around event space to brand Edge of Change and create more vibrancy. High-quality posters with the logo, beliefs, and vision will instill a strong sense of professionalism and authority. Also, posters listing all of Edge of Change's other workshops will spark curiosity for other topics attendees can benefit from.
- Provide handouts at the check-in table listing other events and online sources.
- Give attendees a folder with an event overview and other workshop materials.
 - Provide professional-quality takeaways that also show appreciation for attendance.
- Continue social media efforts to remain engaged and connected with people who attended event, those who were invited and the general public.
- Create a Twitter hashtag for the event in which attendees can follow prior

to the event, during the workshop itself, and after the event is over to stay caught up with Edge of Change.

Strategy 5

Follow up with businesses after event.

Tactics

- Send a survey one week after event to all individuals who attended to gain feedback and testimonials.
- Call owners or managers of each business in attendance one month after event to offer a follow-up coaching session.

Evaluation & Follow up

Objective 1

Plan and promote event to fill venue with attendees to its capacity of 100 people; gain attendance from at least 10 different Eugene businesses.

Criteria

- The success of the event will be evaluated both through evidence of event attendance along with evidence of “reach” to area businesses.

Tools

- Number of postcard invitations issued.
- Number of follow up emails sent.
- Number of responses.
- Number of fans and responses on Facebook.
- Number of names in the Chamber of Commerce database.
- Number of LinkedIn connections.
- Number of print articles.

Objective 2

Receive event feedback from 25 percent of attendees.

Criteria

- 25 percent of attendees will give responses to the event through a survey.

Tools

- One week after the event, the AHPR team can send a thank you email to all attendees with an electronic survey attached to receive feedback. Some responses can be open ended while others can be fill-in-the-box. Questions can include:
 - Do you feel that the event was useful in heightening your leadership impact?
 - What do you feel you learned that you are able to share with others

- in your professional and personal life?
- Do you feel that you have a good understanding of what Edge of Change offers companies?
- Would you be interested in taking part in another Edge of Change workshop in the future? If so, when?
- If yes, what program would you (or your company) be most interested in participating in? (Choices of other Edge of Change workshops can be provided to check off.)
- What local businesses do you think could benefit from an Edge of Change coaching session?
- Based on survey feedback, count the number of positive responses and then contact businesses that expressed satisfaction with event to see if they want to hire Corinne privately for a future coaching session.
- Assess any negative responses the event receives. Review the testimonials to evaluate the success of the event and how a future event could differ.
- Offer a 10 percent discount on a future coaching session from Edge of Change to any business or individual who completes the response survey.

Objective 3

Connect with at least three of the businesses in attendance after the event to plan a private Edge of Change coaching session by the end of 2014.

Criteria

- Following the event, at least three businesses express a desire to hire Corinne privately for a coaching session.

Tools

- Corinne can reach out to each business in attendance to propose a private event for all employees (or management team) in the company.
- Thanking the companies again for their attendance will show Corinne's appreciation and desire to stay connected to the businesses that came.

Objective 4

Raise awareness among local businesses by 20 percent.

Criteria

- Invitation to the leadership event will connect Edge of Change with more businesses, based on the number of invitations sent and the number of follow up emails sent.

Tools

- Connections with Edge of Change will be based on the number of responses received from invitations sent out to businesses.

- Compare Facebook “likes” and Twitter followers and mentions after the event to before. Calculate if numbers have a 20 percent increase.
- Compare LinkedIn connections after the event to before. Calculate if number has a 20 percent increase.
- Post on social media about the event in general and again about its success.

Bibliography

Anderson, Merrill. “Creating Coaching Cultures: What Business Leaders Expect and Strategies to Get There.” Web. 3 Mar. 2014

<<http://www.ccl.org/leadership/pdf/research/CoachingCultures.pdf>>

Leadership Coaching Event Budget

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	Detail	Cost	Discount	Total
1. Invite businesses				
Create postcards to send to potential attendees and printed material for event itself				
postcards	Vistaprint 500 postcards, Oversized 8.52" x 5.47", color on both sides, first class postage (5-12 business days), addressing and handling fee	\$354.99		\$354.99
banner	FedEx 3'x5'	\$89.99		\$89.99
posters	FedEx 3 posters 24"x36"	\$84.99	\$42.50 (on sale!)	\$127.50
full color handouts	FedEx 225 handouts, one-sided, full-color ink. 2 per attendee.	\$132.50		\$132.50
black/white handouts	FedEx 225 handouts, double-sided, black/white ink. 2 per attendee.	\$56.25		\$56.25
2-pocket folders	Staples 10-pack x10	\$4.29x10		\$42.90
Place cards for seating	Fed Ex 110 black/white ink. 1 per attendee.	\$13.75		\$13.75
2. Host event				
Event venue				
reserve room	LCC 1/2 day, 120 people w/o tables	\$240.00		\$240.00
A/V				
catering	LCC (\$2.50 Coffee/Tea + \$5 quick start breakfast x 100 attendees)	\$750.00		\$750.00
Total Cost				\$1,807.88

Calendar

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Weeks of Feb. 2014-June 2014

Feb 1-8 Feb 9-15 Feb 16-22 Feb 23-28 Mar 1-8 Mar 9-15 Mar 16-22 Mar 23-31 April 1-5 April 6-12 April 13-19 April 20-26

1. Invite businesses to event

Create database for invitees businesses						X						
Design postcard invitations						X			X			
Order postcard invitations									X			
Send postcard invitations									X			
Follow up businesses with email										X-----X		X
Reminder emails to attendees												
Design banners/posters											X	
Order banners/posters media										X		
newspapers												

2. Create event

Reserve venue	LCC					X						
Order catering	LCC Catering						X					
Confirm Catering based on RSVP												
Establish guest list												
Design and print place cards date/time												
Host event												

4. Send survey post-event

Evaluate event on individual level owners/managers

5. Social media promotion

Facebook						X	X	X	X	X	X	X
Twitter						X	X	X	X	X	X	X
LinkedIn						X	X	X	X	X	X	X

April 27-May 3 May 4-10 May 11-17 May 18-24 May 25-31 June 1-7 June 8-14

X							
		X	X				
	X						
X	X						
		X					
		X	X				
		X					
					X	X	
						X	X
						X	X
X	X	X	X	X	X	X	X
X	X	X	X	X	X	X	X
X	X	X	X	X	X	X	X