

Presented by:

Winning a Seat in the Executive Suite

**John Pratt, Senior Director
National Media Relations,
Convergys Corporation**

and

**Hugh Burnham
CEO, North America
Gutenberg Communications**

Gutenberg | Communications

CONVERGYS
Outthinking Outdoing

Creating Impactful Corporate Communications Programs

- Corporate Reputation
- Strategic Planning
- Case Study – World Economic Forum
- Case Study – Early Warning System
- Elevating Your Results

Corporate Reputation – A Company's Most Valuable Asset

- Perception is everything – the public does not distinguish between a company's products or services and its image
- Protecting and enhancing the corporation's reputation is the most critical function of corporate communications

Strategic Planning

- Define clear goals and objectives for the communications program in line with company's business goals
- What are the business goals of your organization?
 - Drive sales and grow revenue
 - Attract customers and partners
 - Increase market share
 - Attract and Retain Top Talent

Case Study

Early Warning System



Early Warning System - Background

- The attrition rates in call centers are very high, turnover rates range from 70-100%
- Beyond the cost of replacing an employee – turnover costs the company in terms of low employee morale, lost institutional knowledge, high training costs and poor customer service
- Convergys designed and implemented an Early Warning System to identify and retain employees who are at risk of exiting the company by tracking patterns of behavior that have been linked with early exits.

Early Warning System – Media Outreach Goals

- Primary Message - Convergys is a progressive employer willing to invest in its employees through proven work/life balance programs
- Position Early Warning System as an innovative “best practices” program and a part of the company’s larger efforts to better manage human resources
- Demonstrate how Early Warning System has a positive impact on the business as well as on the lives of its employees

Early Warning System – Media Outreach Tactics

- Schedule interviews with HR execs who can describe the program, why it makes sense for business and how its was implemented
- Offer proof points, including attrition rate data and concrete results
- Provide reporters with access to employees who were at risk because of a work/life balance issue that was resolved by Convergys.
- Target outreach to media in locations where there are success stories as well as markets that are a priority for the company.

Taking a Story from Local to National to Global

- Once the reporter was interested in the story, the key was then to try to take the story beyond Cincinnati to a national level.
- That required demonstrating that the program was indeed companywide and was happening in many countries.
- Once he was convinced, our local AP Cincinnati Bureau reporter brought in a reporter from India to interview our head of HR in India about the Early Warning System.
- When the story ran, instead of running just on the AP State & Local Wire, it ran on the AP WorldStream, ending up in hundreds of papers globally.

Early Warning System – Media Placements



The Washington Post



Case Study

World Economic Forum



World Economic Forum - Background

- The World Economic Forum Annual Meeting in Davos, Switzerland brings together the world's most prominent business executives from Global 2000 companies, influential academics and world leaders, to address some of the biggest issues facing the world today.
- Convergys then President and Chief Operating Officer Dave Dougherty (now CEO) had been invited to attend the 2007 Annual Meeting of the World Economic Forum
- Convergys wanted to not only attend the event but, also to schedule on-site media interviews for Dave Dougherty and garner coverage from its participation

World Economic Forum – Public Relations Goals

- Primary Message – Convergys is an influential international citizen conducting business in diverse industries and areas of the world.
- Carve out a position for Convergys as major global corporation that could offer a real perspective on globalization, outsourcing, global growth strategies, innovation and doing business in emerging markets.
- Speak to growing concerns of operating business in the global community and to provide insights on how business gets done as well as to provide vision on new approaches to policy, regulation, innovation and R&D.

World Economic Forum – Media Outreach Strategy

- Plug into the key themes and focus areas of the conference to position Convergys' executive as a thought leader on major world economic issues
- Speak to growing concerns of operating business in the global community and to provide insights on how business gets done as well as to provide vision on new approaches to policy, regulation, innovation and R&D.

World Economic Forum – Media Results



The New York Times

Bloomberg Television

Communicating Success – Beyond Clip Books

What determines the effectiveness of a communications program?

- ▲ How did the placement(s) affect our corporate reputation?
- ▲ Did it support shareholder value?
- ▲ Did it help improve employee retention or sales?
- ▲ Did it support our corporate reputation?

The Satisfaction of the Company's Leadership

How to elevate your efforts

- How you position context for your results and how they advanced the overall business objectives is critical
 - ▲ If executives participated in interviews or speaking engagements look at the value of their time and the results garnered from their participation from an ROI perspective. What did we get out of it?
- Provide hard data
 - ▲ Gauge perceptions prior to a campaign and afterwards to provide hard facts and data on how the communications efforts achieved set goals.

Communicating Success – Earning a Seat

- Executives Expect to Hear Why an Opportunity is Important
- Communicating the underlying business value of any media opportunity is critical.
- Providing Context for Media Opportunities is Critical to “Earning a Seat” at the table.
- In the case of Early Warning System, the value of that opportunity was readily visible because the business issue had spurred a companywide campaign.
- In the case of Davos, the value is not as readily apparent, but the value is nonetheless significant. Becoming an authority on higher-level issues like globalization is key to having a voice on a larger stage.