

A low-angle, upward-looking photograph of several modern skyscrapers against a dramatic sky at sunset or sunrise. The buildings are covered in glass and steel, reflecting the warm orange and pink light of the low sun. The sky is filled with soft, wispy clouds. The perspective creates a sense of height and scale.

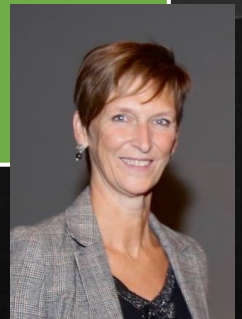
International Corporate Communication |

Group 1 and 2 : at campus

Strategy on Monday from 15.30 pm
until 18.30 pm in Leeuwstraat H0.01

Project on Wednesday from 8.30 am
until 11.30 am in Leeuwstraat C1.03

Lecturer : Els Van Betsbrugge





Communication platforms

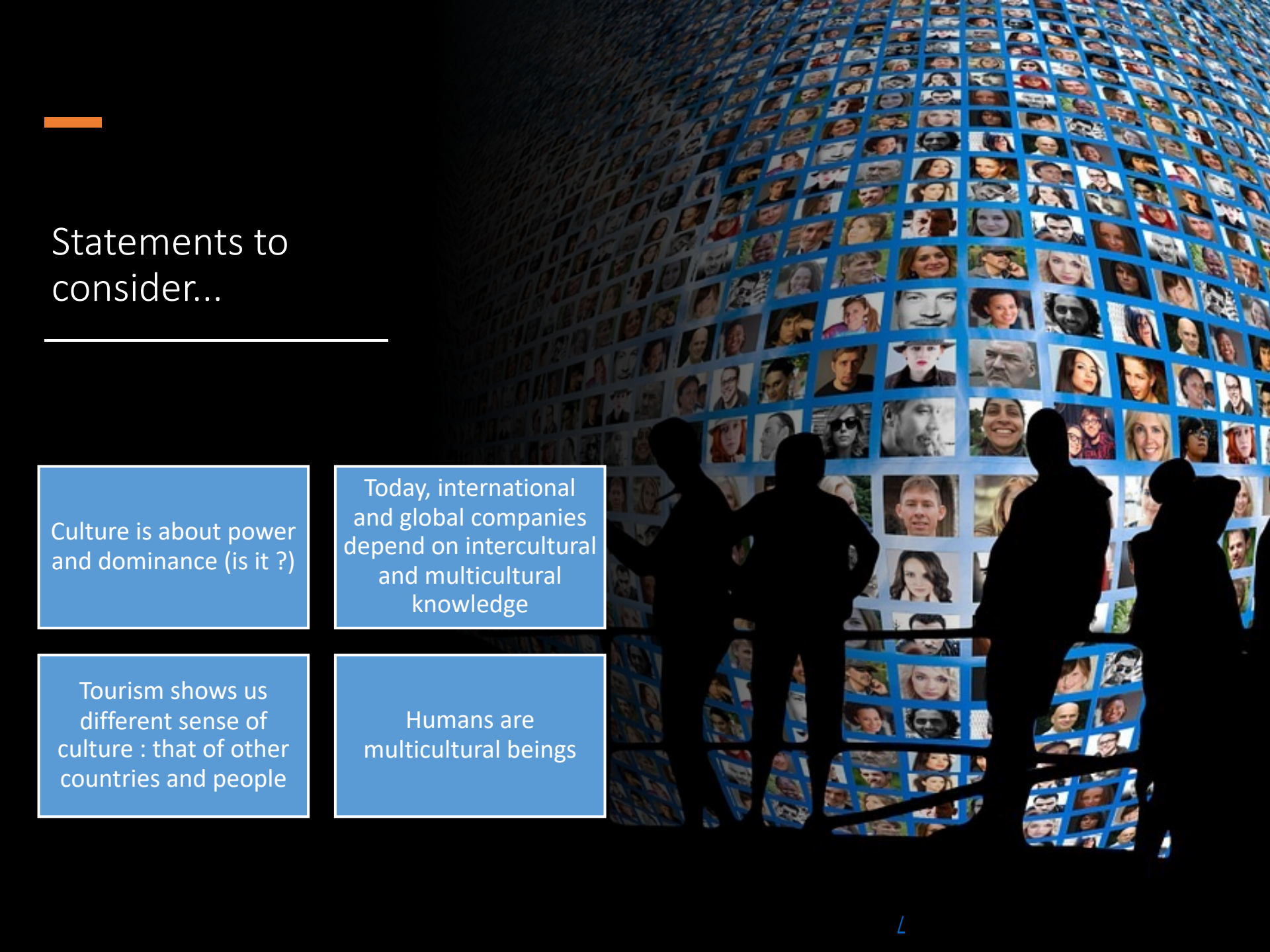
- Canvas
- Microsoft Teams





Strategy

- Defining International Corporate Communication
- The context of International Corporate Communication
- Strategic Corporate Communication planning and management
- Corporate image, reputation and identity
- Issue Management
- Crisis Management and crisis communication
- Media relations
- Internal Communication
- Community relations



Statements to consider...

Culture is about power and dominance (is it ?)

Today, international and global companies depend on intercultural and multicultural knowledge

Tourism shows us different sense of culture : that of other countries and people

Humans are multicultural beings

<https://youtu.be/tBnWdwomJSA>

There is no place to hide from
other cultures and there is no
alternative but to learn how to
live with and in them !



‘Social, political and media cultures of a country determine ways in which public relations can be practiced in a country and in that context we can say that culture operates as an antecedent to public relations’ (Sriramesh 2012)

BUT : also corporate communication co-creates these very societal (and political) cultures



Industry

- Mergers
- Acquisitions
- Outsourcing
- Multinational companies/in-house PR departments
- Companies with an international interest



"We are
building community one drink
at a time."
—Elena Pires
Riverwest Public House



NGO's that
can't be
associated
with a country



unicef



MEDECINS SANS FRONTIERES
DOCTORS WITHOUT BORDERS



ICRC



GREENPEACE

Intergovernmental organisations



Conclusion

We live in a multi cultural world and public relations practitioners are in the business of intercultural mediation

Public relations practitioners are required to perform like intercultural interpreters

Project

23 Sep. – 30 Oct.



Internal
Communication
project

Collaboration with
Seneca College-
Toronto

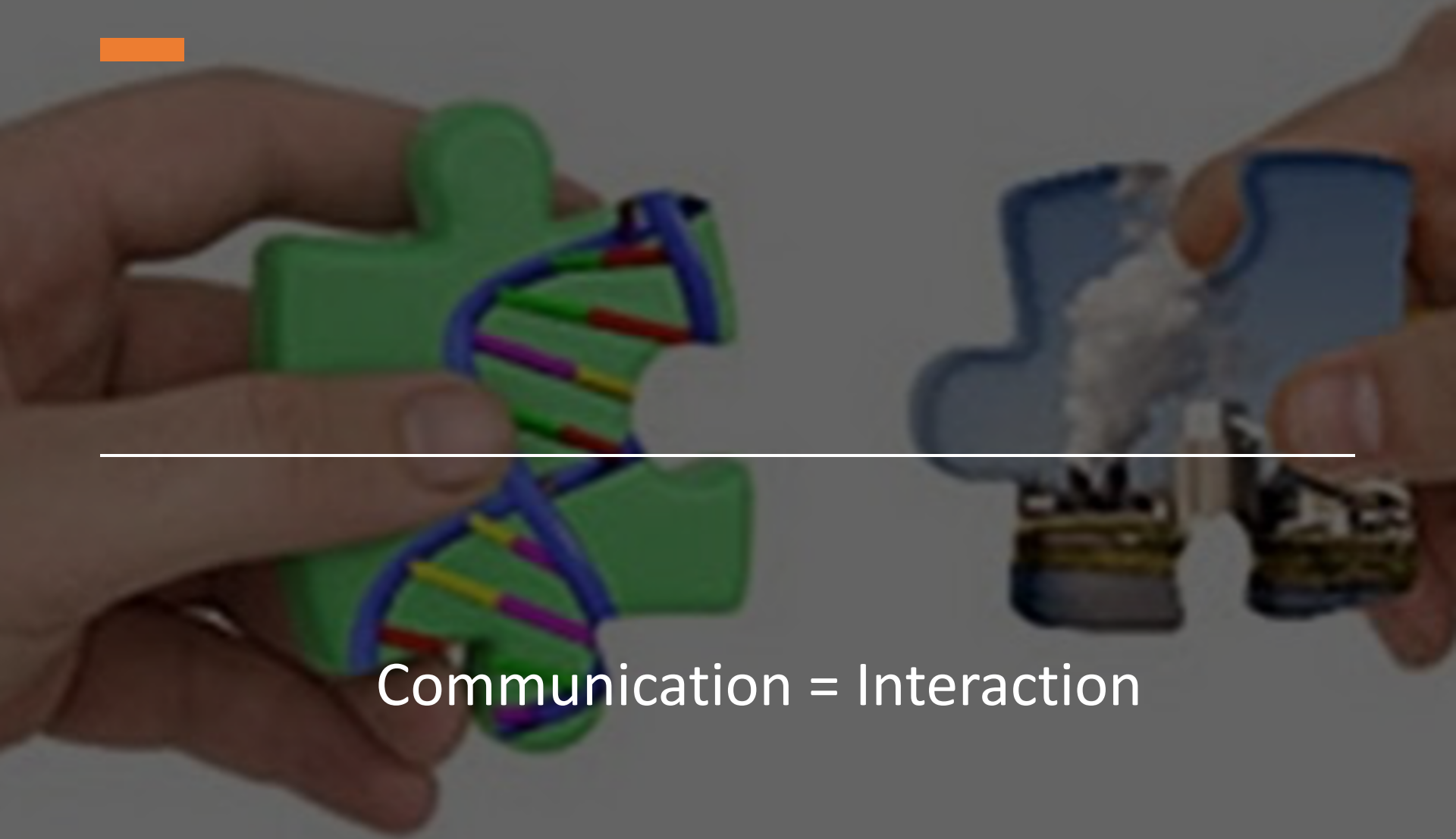


Seneca

Issue management
project

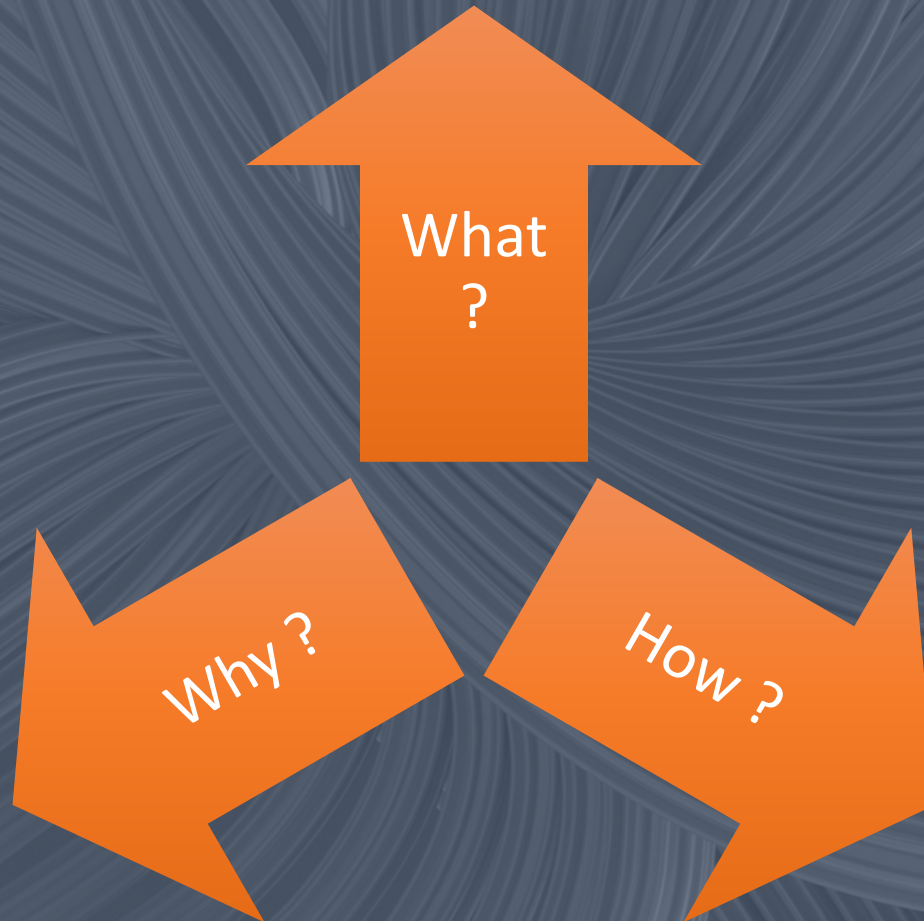


11 Nov. – 17 Dec.

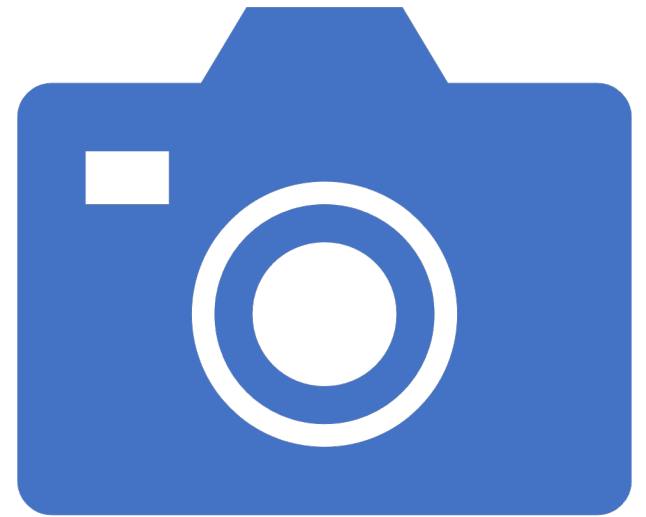


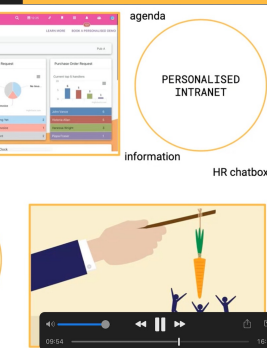
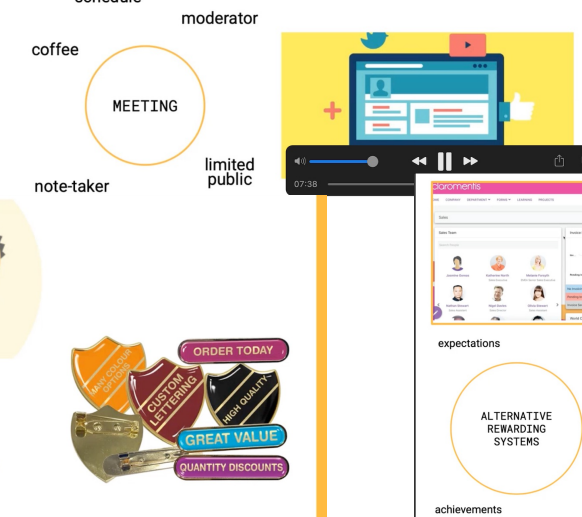
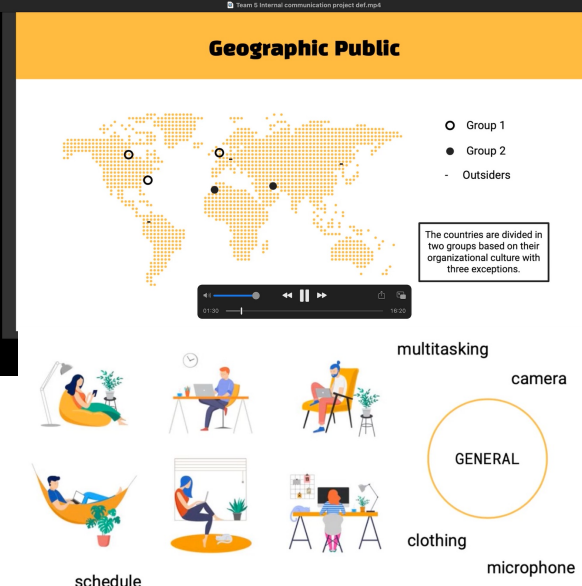
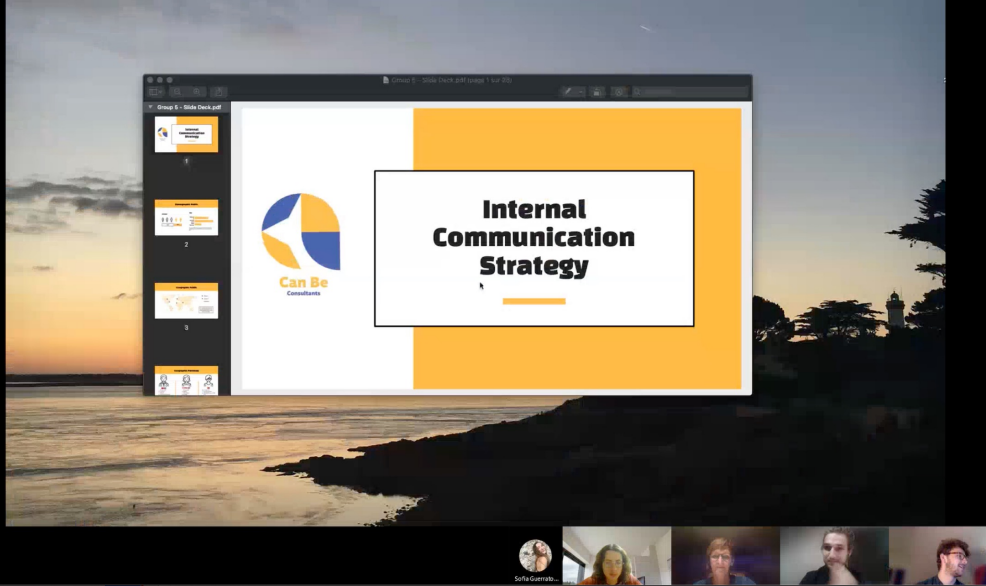
Communication = Interaction

Try to reconstruct your activity as a
'communicator'



Stills from the Internal
Communication project





RECAP



Pablo Escrig Estella
Sofia Guerrero
Alexandre Le Belle
Thibault Lejeune



\$37.346.75

Interviews and focus group / Company blog and social media / Intranet



Communication management

PREPARED BY:
JORDY THIELEMANS, MARGHERITA TAGLIONE, LAURA SANZ ROSAL, TERESE STERNICZKY



Artevelde University of Applied Sciences | Seneca College of Applied Arts and Technology

L2

This proposal presents:

- Three objectives along with their complimenting strategies, tactics, and key messages.
- Research methods applicable to analyze the baseline situation regarding employee engagement strategies.
- A calculated evaluation procedure that will measure its impact after implementing it into operation.
- A comprehensive budget.

TABLE OF CONTENTS



- Introduction
- Purpose
- Publics
- Objective #1-3
- Strategies #1-3
- Tactics #1-3
- Research Methods #1-3
- Key Messages
- Campaign Timeline
- Evaluation Methods
- Budget

TARGET PUBLICS



All international employees

Top management

- Chief Executive Officer Jacqueline Brown
- Chief Financial Officer John Water

Managers of departments

- Managers of the IT department
- Public affairs
- Marketing
- Fashion
- Global health strategy
- Corporate social responsibility
- Accounting
- Administration



CAMPAIGN TIMELINE



RESEARCH METHOD

Objective 3

In order to understand the problems encountered, the IT team will keep records of all the technical problems for each employee by categorizing them into sections.

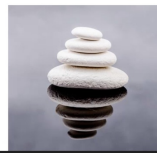


KEY MESSAGES

#1 STRENGTH



#2 HEALTHY WORK- LIFE BALANCE



#3 SUPPORT AND CLEAR INSTRUCTIONS



Stills and report from the
Issue Management project





Table of Contents

SECTOR ANALYSIS	4
General analysis of the food industry	4
Specific analysis of the fast-food industry	5
Sector size	5
Importance of the sector	6
Positioning	6
Most important players within the sector	7
Image and reputation of the sector	7
ORGANIZATION ANALYSIS	8
Vision and mission of the organisation	8
Values and organisational aims, objectives, and goals	8
Values	8
Objectives	9
Organization's size	10
Number of employees	11
Organizational Structure	11
Positioning	11
Historical consistency	12
Image/reputation of the organisation	13
Social projects	13
Important publics and stakeholders	14
ENVIRONMENT ANALYSIS	18
PESTEL analysis	18
Issue detection and selection of the issues	21
Actuality	22
Ranking of the issues	23
Monitoring of the issue	24
Estimation and interpretation of the issues, impact	24
Analysis of the Actors	26
Target group	26
Pain points of the target	27
Issue ownership	28
ISSUE MANAGEMENT	29
Strategic principles for a positive policy	29
Possible strategies and tactics	29
Overall objectives	29
Objectives for policy changes	30
Objectives for communication changes (to go along with policy changes)	34
Stakeholders and key players involved in the strategy	37
Scenarios for the environment, policy, and communication	38
Implementation	39
The tactics	39
Costs	40
Timeline of the use of the tactics	41
Flexibility	42
A long-term policy including an issue perspective	42
Evaluation	43
Media monitoring	43
Empirical analysis of McDonald's media data	43
Empirical analysis of aid with the Red Cross	44
Direct human exchanges	44
Communication of the evaluation	45
RESOURCES	46



Who has what influence? (David, 2019) (Clement, 2019):

High interest, low power (INVOLVING) → Keep completely informed, consultation <ul style="list-style-type: none"> Customers Employees 	High interest, high power (KEEP CLOSE) → Manage most thoroughly <ul style="list-style-type: none"> Shareholders Health Organisations and NGOs Creditors Public living in the neighborhood of the franchisees Franchisees CEO Investors Employee unions Local communities
Low interest, low power (KEEP EYE ON) → Regular minimum contact <ul style="list-style-type: none"> General public (like non-customers, people not interested in health, diet, and the influence of corporation in societal issues) 	Low interest, high power (FEEL HEARD) → Anticipate and meet needs, monitor/consult <ul style="list-style-type: none"> Media Government Policymakers Suppliers Competitors

https://www.icloud.com/icloudrive/0p1C8KnOzeql63PsgS0BaL5nA#riedelisabel_35008_1582099_Paper_IssueManagement_McDonald's_Group1