

# Principles of engagement

## Ideas for promoting the IBA Network

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## 3 'golden questions' of engagement

1. What is the objective?
2. Who are you trying to influence? (And who are you excluding?)
3. Why should they - your target audience - care about what you are saying?

# Answering the '3 golden questions'

1. Consumer insight
2. Segmentation
3. Barriers
4. Competition
5. Benefits
  
7. Try and Test and Evaluated (PDSA)

# Techniques to try

Which channels work for you? What is relevant for your audience?

1. e-direct mail / newsletter
2. Phone call (intern/volunteers)
3. PR
4. Networking / referrals
5. Testimonials
6. Marketing materials
7. Digital / social media



## Taking the network forward: ideas and next steps for the network

- a. The members were asked for their ideas about how to increase the membership of the network and where might be most appropriate to target our promotion efforts.

Some useful suggestions were made which included:

- ▶ *Making use of the Mentor mailing list*
- ▶ *Making use of Mentor's YOT work programme to promote the network*
- ▶ *Make contact with Terrence Higgins Trust to promote the network*
- ▶ *Make contact with 'Combat stress' to target those working with ex-servicemen.*

- b. Members were asked to consider the value of some suggested activities of the IBA network. The most popular were (in order):

1. Resources (especially e-resources)
2. More events/meetings – opportunities for networking and partnership building
3. Newsletters
4. Action learning sets

- c. A request for useful web based resources to help address alcohol use was made. The following resources are useful and patients/clients can work through them independently:

[Your drinking and you](#) - downloadable leaflet

[Down your drink](#) – screening and advice that people can work through themselves. You need to register and get an email so you can access the advice.

## What works? 5-6 of the following...

1. Make it **easy and pleasant** for people to act
2. Create/restate the **social norm** so people 'follow the herd'
3. Create fast **benefits** & reward 'good' behaviour instantly
4. Make it **interesting** to gain momentum and 'viral spread'
5. **Avoid fear** /recrimination unless people resist the positive
6. Get tangible **commitment** – don't let people delay acting
7. **Chunk** up action in easy steps - make success **achievable**
8. Give **alternatives** not big sacrifices – swaps not costs
9. Use **insight** into how people think to engage emotionally
10. Remove excuses – erect **barriers** to back-sliding
11. Build **coalitions** for impact and credibility

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# Thank you

If you have any questions or would like any more information, please don't hesitate to contact us

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