

WE ARE COMMUNICATORS!

Bárbara Pais



INTRODUCING...

Your colleague!



OUR OBJECTIVES FOR TODAY

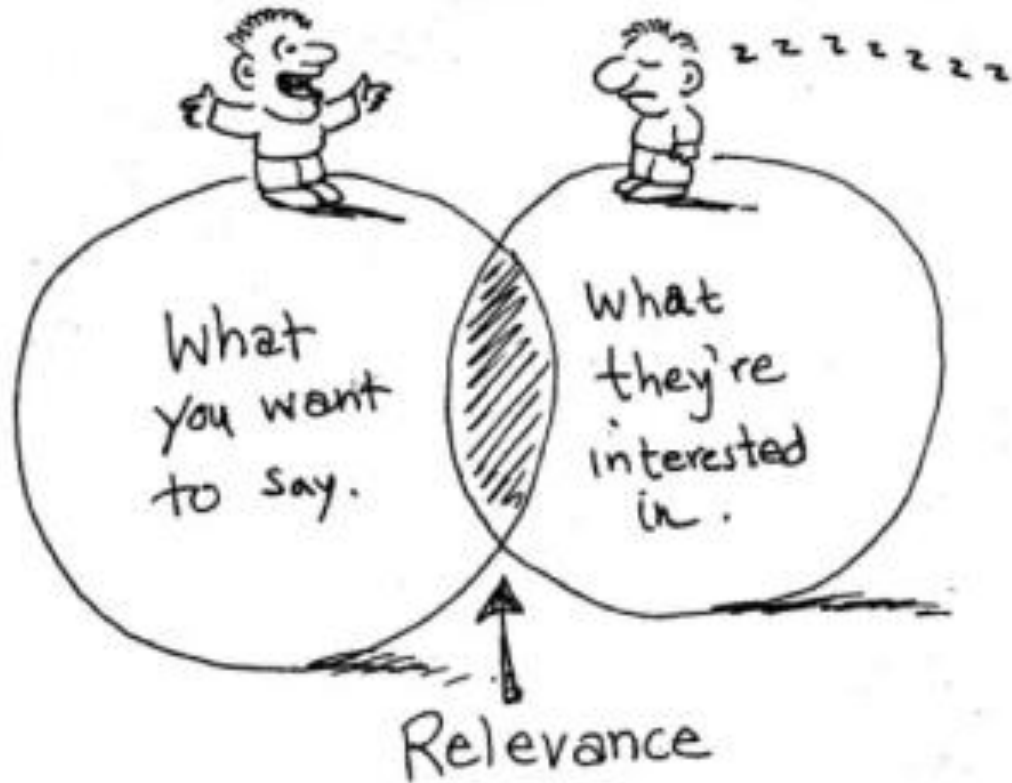
What new ideas are there in interpretation?
Is new technology worth the investment?



**WE ARE NOT ONLY
COMMUNICATORS**



Is our message being heard?



Are we reaching our targets?



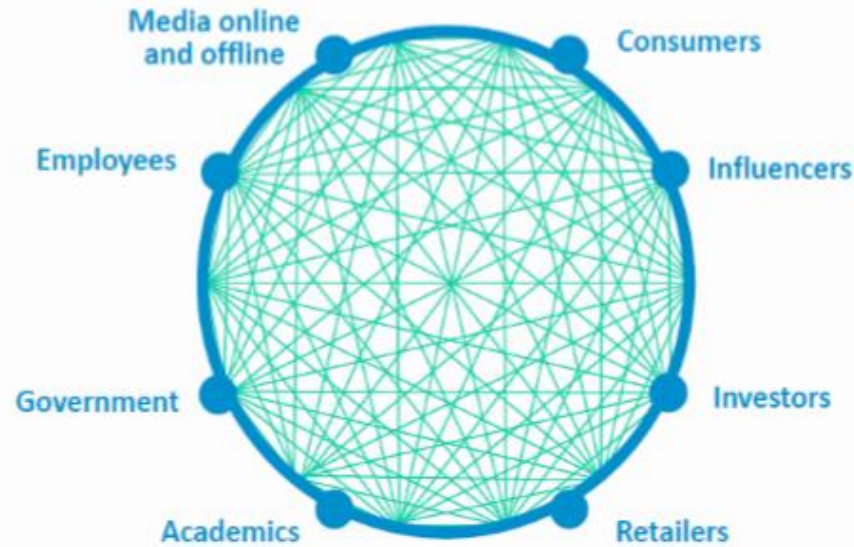
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Are we
reaching our
targets?



Pyramid of Influence
1950 to 2000



Sphere of Cross - Influence
2000 to 2012



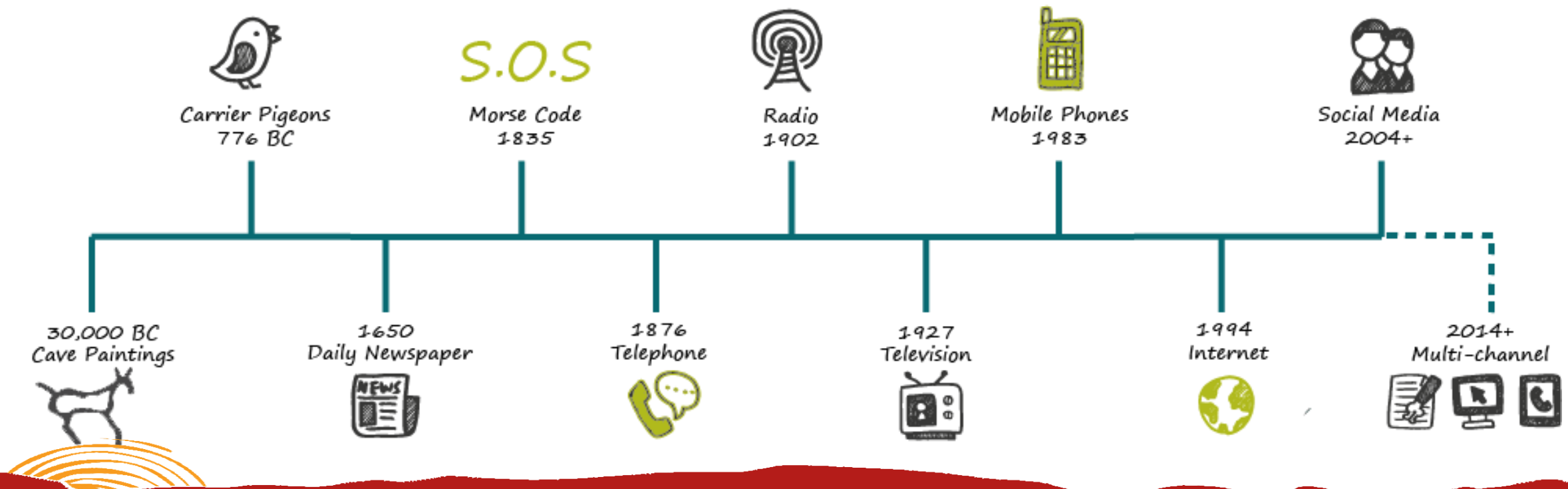
Are we
reaching our
targets?



ENGAGE
YOUR TARGET AUDIENCE



Evolution of Communication



Are we using the right tools?



**"What do you mean we don't communicate?
I sent you e-mail on Monday."**



RELEVANCE



“Emphasize our unique differences,
pass it down.”

ENGAGEMENT

10 YEARS AGO



NOW



TOOLS





THANK YOU

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