

LaVoie Group Newsletter

The Acknowledged Leader in Life Science Communications

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Greetings:

All companies, whether private or public, large or small, generate important news that has the ability to change things dramatically -- for the better or for the worse. As communications consultants, we often are asked by clients what they should be thinking about, when and what they should do under the circumstances.

This issue will review some communications basics with respect to assessing your brand and readying yourself for that important make or break announcement.

Sincerely,



Donna L. LaVoie
President & CEO

Getting Ready for that Important News Event

If you know in advance that the event is coming, don't wait to get started. When readying your company for that important milestone announcement, there are some basic strategic communications considerations to ponder. Is your current company or product positioning broad enough to support the announcement or, will it need to change based on the pending news? How does it fit into the competitive landscape and what will key external and internal audiences think about it? What vehicle(s) should you use to get the message out or to contain it? Below are some basics for you to think about.

Assessment of Event and its Impact on Brand Personality. As you ready your team for your important announcement -- whether it be data (positive, negative or neutral) or an in-license of a product, it will be key to develop a positioning map to cover essential messages. This tool will allow you and your team to focus on how the new information alters your existing branding. It will also provide you with the opportunity to make adjustments and develop an outreach plan and schedule.

Anticipate New Target Audiences. Often companies overlook the need to think beyond their core audience and expand their reach. A classic example is the small emerging company whose primary focus has been on fundraising. As this small emerging company starts to generate data and gets closer to having a product, expansion of messages to include other stakeholders such as internal audiences, key opinion leaders and the medical community should be assessed and, a plan to address these groups should be considered along with appropriate timeline and budget.

Consider Your Tools. Assess your corporate communications -- press release, question and answer document, website updates, and development of contacts -- those who will be interested in your news. Partner with your colleagues to bring together all of your VIPs to ensure that you get the right message to all your key audiences.

Get Ready. Make sure you plan your time accordingly. The best communications will not be received well unless the spokespersons are trained appropriately. Use your messaging document to develop key messages and train your spokespeople to stay on message.

Get the Message Out. Hopefully your plan addressed how to get the message out -- whether you only use traditional means such as a press release or other interactive tools will be determined by the nature of the assessment of your audiences and the message. Don't forget to determine your key direct audience outreach, including employee, customer, media and investor meetings.

Assess Your Progress. One of the most difficult things to do is to assess your progress since sometimes it is arbitrary. However, if you factor in how your message is covered and by whom, that is one good way to determine effectiveness. You can map this back to your messaging document and if they agree, you are on the right track! These are but a few considerations for releasing important news.

If you would like to learn more about our brand-building approach, contact Donna L. LaVoie, President & CEO at 978-745-4200 x103.



LaVoie Group Announces Promotions

LaVoie Group announced the promotion of Bryan P. Murphy to Vice President, Public Relations and Tim Allison to Associate Account Executive, effective July 2007. The two promotions reflect individual contributions to the agency's growing roster of life science accounts as well as client's growth.

"I am delighted to recognize Bryan and Tim for their continued contributions over the last two years of growth at the agency and their dedication to outstanding client work. I look forward to continuing to work with both of them," stated Donna L. LaVoie, President & CEO of LaVoie Group.