A conceptual image showing two hands, one on the left and one on the right, holding two interlocking black gears. The background is a light blue gradient. The hands are positioned as if they are about to mesh the gears or are holding them in place.

**COMM 386R**  
Tamar Milne  
October 2, 2017

# Corporate Communications Overview

Image source: [knowledge.insead.edu](http://knowledge.insead.edu)

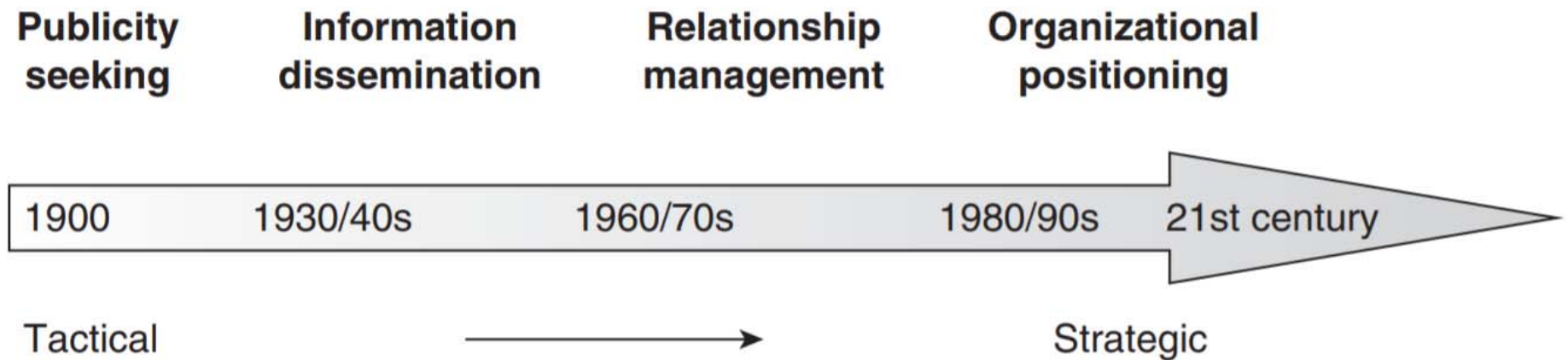
# Agenda

1. Course evaluations
2. Strategic corporate communication
3. Corporate positioning
4. CorpComm functions
5. Government relations and lobbying
6. Stakeholder Engagement Analysis – questions?

## Definition: Corporate Communication

“ An instrument of management by means of which all consciously used forms of internal and external communication are harmonized as effectively and efficiently as possible... [with the overall objective of creating] a favourable basis for relationships with groups upon which the company is dependent. ”

# Shift from a Tactical to a Strategic Orientation to Communication



# Corporate Positioning

Product Line  
Positioning

Product Line  
Positioning

Product  
Positioning

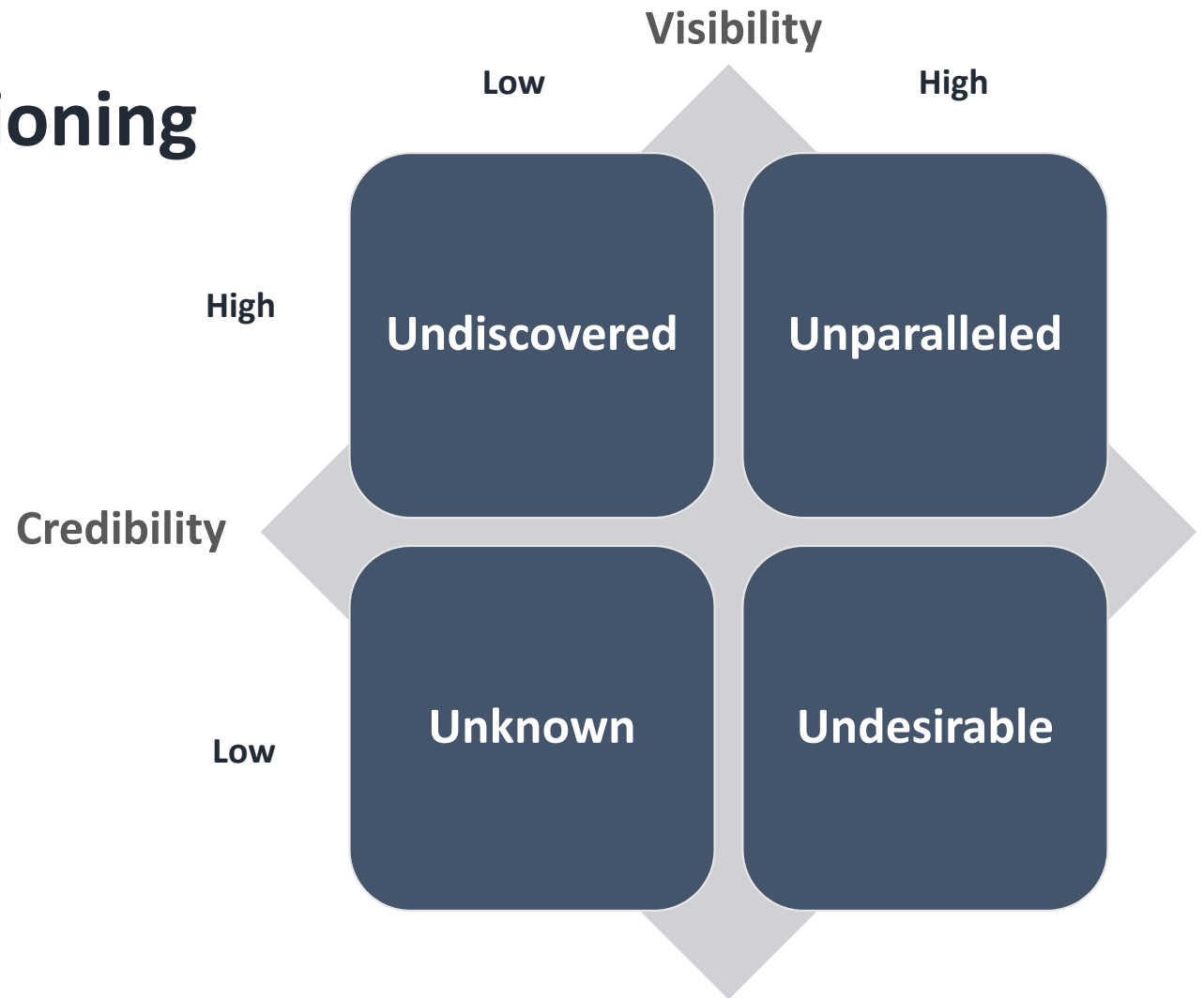
Product  
Positioning

Product  
Positioning

Product  
Positioning

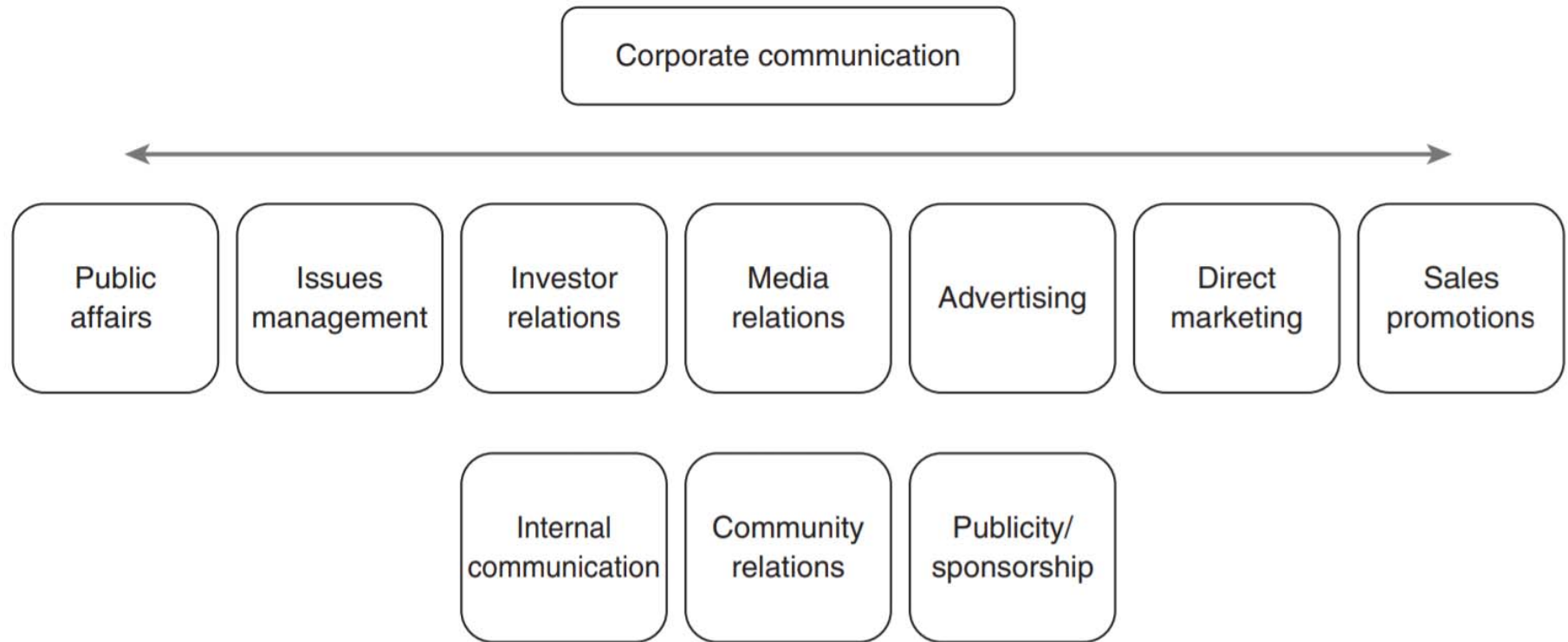
## Brand Umbrella

# Corporate Positioning

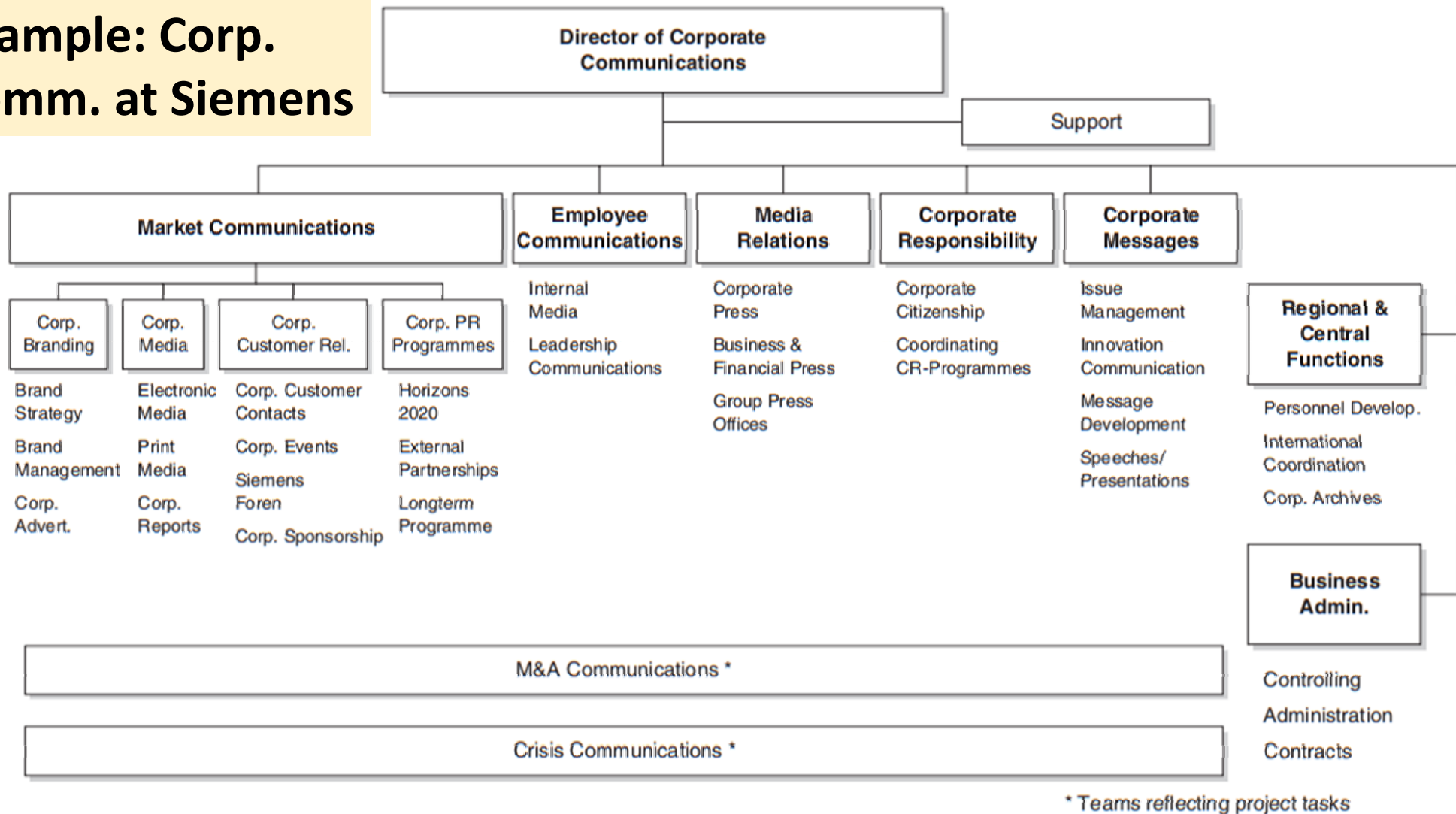


Source: Kosnik, 1989

# Integrated Framework for Managing Communication

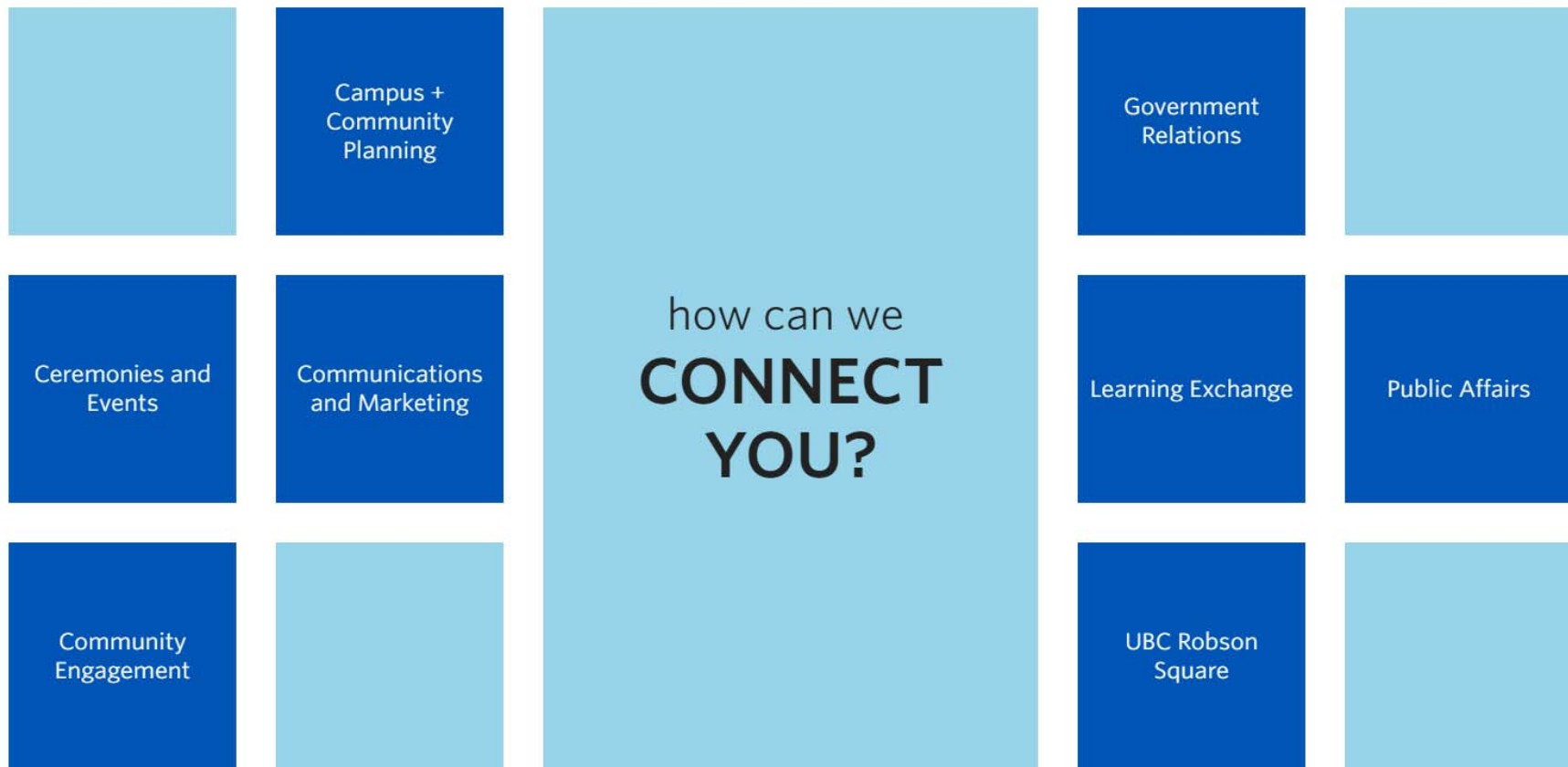


## Example: Corp. Comm. at Siemens





# Example: UBC External Relations



# Government Relations

- Engage with:
  - All levels of government (municipal, regional, provincial, national, Indigenous)
  - Opposition parties and politicians
  - Civil servants and government agencies
  - Quasi-regulatory associations and agencies



# Lobbying



Communicating with Public Office Holders (POHs) and Designated Public Office Holders (DPOHs), for payment, with regard to:

- the making, developing or amending of federal legislative proposals, bills or resolutions, regulations, policies or programs;
- the awarding of federal grants, contributions or other financial benefits; and
- in the case of consultant lobbyists, the awarding of a federal government contract and arranging a meeting between their client and a public office holder.



# Principles of the federal *Lobbying Act*

1. Free and open access to government is an important matter of public interest.
2. Lobbying of public office holders is a legitimate activity.
3. It is desirable that public office holders and the public be able to know who is engaged in lobbying activities.
4. A system for the registration of paid lobbyists should not impede free and open access to government.

# Next Class: Investor Relations



# Questions about Stakeholder Engagement Analysis?



# Reminder

Guest speaker next class: please be on time,  
and no food please

Stakeholder Engagement Analysis due by 6 pm  
on Sun, Oct 8

