



# MESSAGING WORKSHOP



**90% of B2B buying decisions are based on emotion. Your message is key to tapping into the emotions of your audience.**

At the heart of our messaging strategy is the belief that people don't buy what you do, they buy why you do it.

Communicating this with clarity and purpose is essential to your success.

## **Consistent and clear messaging can improve brand perception by 70%**

A SkyParlour we have a tried and tested methodology, and following one of our workshops you will immediately benefit from:

- Alignment of your internal & external messaging
- Strengthened your brand identity
- A defined brand voice, tone, and key messages.
- Clarity on your organisation's vision, mission and values
- Definition of your key audiences and the messages that resonate with them

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**A well-executed messaging workshop helps brands stay consistent, credible, and impactful in their communications. Would you like insights on how to run an effective workshop?**

We offer ½ day and full day workshops at your offices, run by SkyParlour expert strategists, after which we will deliver:



PR Messaging document, including your Vision, Mission and Values, and tone of voice



Digital media kit detailing the company messages and themes, and a comprehensive set of FAQs



Digital Media Biography Cards for your key spokespeople - an engaging introduction bringing their expertise to life, outlining key points of view combined with impactful photography

## Get in touch

For more information or to discuss how we can help you with your messaging workshop