



**LESI Committees:**

***End of Year Report for the 2021 International Management and Delegates Meeting – May 19, 2021***

*Submitted: April 30, 2021*

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**Committee Name**                      Communications Committee

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**Chairs and Vice Chairs**            Co-Chairs:  
Jean-Christophe Troussel and Vincent Bergeron

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**LESI Board Liaison**

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**Committee Highlights from the Year**

**1. Work achieved by the Committee in 2020-2021**

- The Committee did an international mapping (quantitative and qualitative) of:
  - the information that LESI and its Committees are communicating, as well as the way it is communicated;
  - the information that national LES Societies are communicating, as well as the way it is communicated;
  - the information that other similar organizations are communicating, as well as the way it is communicated (benchmarking); hence the information that they communicate and we do not;
  - the feedback of our members about (i) the above communications (does it reach our audiences, is it of value to them, if not, why) and (ii) their unmet needs in terms of information/communication.
  
- To do this mapping, the Committee has created a task force comprised of LES members from different regions of the world:
  - Shayne Phillips (LES USA & Canada)
  - Paul Ashcraft (LES USA & Canada)
  - Bruna Rego Lins (LES Brazil)
  - Susanna Ruder (LES Switzerland)
  - Reena Mitra-Ventanilla (LES Philippines)
  
- The task force has looked at more than a dozen other IP and non-IP organisations worldwide and the way they communicate.
  
- Through the mapping exercise and through several meetings with LESI leaders, incl. Dana, and external experts, we have been able to identify good practices, as well as things that we should avoid.
  
- Further to that mapping, we had to revise our initial objectives to focus on making recommendations for the future of communications by LESI, rather than already deliver a communications directive, since the pandemic has really disrupted the way organisations and individuals worldwide share and consume content on a daily basis. Hence, our recommendations below.

## 2. Recommendations

- **Clarified objectives:** The objectives of LESI communications need to be made clear for everyone involved, which can be summarized as: (i) Elevate the LES brand globally; and (ii) Provide tools for national societies to better promote LES. The objectives should be organised alongside three main channels: (i) internal communication (to members), (ii) marketing communication (to prospects) and (iii) corporate communication (to opinion leaders).
- **Personalized communications:** One thing that stood out clearly is the need to personalize communications, both at the sender-end (trusted and attention-grabbing relay-persons) and at the receiver-end (focussed target audience). For one particular event (ex: Annual Meeting), there should be multiple messages sent out to focus on the many different personas that we have as LES members worldwide, which each have different reasons for joining LES or attending a particular event, based on the many value propositions of LES. For instance, the following criteria must be cross-utilized when crafting the various publications for the same event:
  - Seniority (Junior, mid-level, experienced)
  - Activity sector (Industry, law firms, universities, services providers, not-for-profit)
  - Expertise level (Novice, intermediate, advances, expert)
- **Scheduled Posts:** When considering a marketing campaign for a particular event or other activity, we should try to draft multiple posts, as mentioned above, but also to schedule them so that they are part of an organized campaign to make sure we reach all relevant audiences in the span of a few weeks (ex: one post every other day for 2 weeks). This will help make sure our message is out there and in front of the right audience for a longer period of time, maximising the effectiveness of the campaign.
- **Turnkey posts to increase sharing by our LES leaders.** One thing that has proven quite useful is to draft turnkey posts that are ready to be shared by our LES leaders. When such a turnkey post is ready, you can either (i) send an email to the LES leaders asking them to share the message by clicking the link; and/or (ii) directly tag the LES leaders in the original post on social media so that they become aware of the post and then share it. The LES Board and the Committee leaders should be identified as such LES leaders to share content, as well as the National Presidents and LES societies themselves. By implementing a few good social media practices, we could exponentially increase our reach.
- **Set up a network of LES communication leaders.** Each society and committee should have a person dedicated to communication and a clear mandate in that respect.
- **Increase use of social media over emails:** The pandemic has disrupted the way individuals and organisations share and consume content. We must focus more energy on LinkedIn, where communications tend to be more effective than on Twitter or by email.
- **Quick fix on the Website landing page:** While a complete redesign of the Website would be needed in the near future, a quick fix on the landing page could have good results. A few national societies did a redesign of their website, to identify on the landing page the main value propositions that LES might have for different personas (ex: international network, resources for deal-making, education, etc.). We could try to have such a redesign of the landing page to make sure that we make it clear what LESI is and what are the main value propositions of the organisation for each individual profiles.

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### 3. Next steps going forward

- Based on the above recommendations, there is an important need to rethink how communications are managed for LESI, both internally through staff and through the use of volunteers in the committee. We would recommend the board to consider:
    - **Having a dedicated staff member** focused on creating, scheduling and sharing content regularly, while being in contact with all committees and sectors to gather the important information that needs to be shared;
    - **Retaining the services of a professional communications firm** to assist us in reviewing the website and other ways LESI communicates;
    - **Having a larger Communications committee** with more volunteers to make sure that we have enough people dedicated to specific projects. Similar organisations sometimes have 8+ people in communications/marketing committees.
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