

# Conducting Effective IPR Public Education & Awareness Campaigns for SMEs

1 – 3 APRIL 2009, MELBOURNE, AUSTRALIA



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Did you know....?

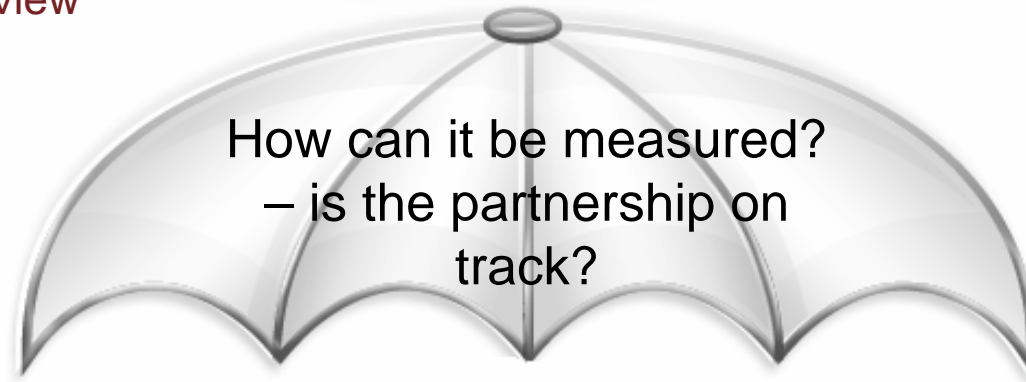
...partnerships are one of the best ways to maximise your marketing reach?



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## Overview



How can it be measured?  
– is the partnership on track?

What do you want?

Who do you want  
to partner with?

Will both  
parties benefit?

Is the partnership  
cost effective?



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### What do you want?

- Why consider partnership:
  - Access to other organisations contacts
  - Improve coverage in resources
  - Maximise activities
  - Improve ability to meet organisational goals / objectives
  - Reach a large / right audience more effectively



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### What do you want? (continued)

- Understand your current situation:
  - What do you have to offer?
  - Will your stakeholders be supportive of prospective partners?
  - Are you an industry leader?
  - Do you have the resources to service a partnership?
  - Will you have support from every level within your organisation?

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## What do you want? (continued)

- Know what you want to achieve
  - Set some goals and objectives
  - Consider how you want to manage the partnership
  - Consider ways to track and measure the partnership



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### Who do you want to partner with?

- Finding your 'perfect match' – a partner committed to YOU
- Who might you consider:
  - Other government?
  - Service providers?
  - Media?
  - Training institutions?
  - Other providers of complementary products or services?



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### Who do you want to partner with? (continued)

- Assessing potential partners:
  - Ability to meet your goals / objectives
  - Willingness to work with you / commitment to the partnership
  - How can this partner maximise my activities



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### Who do you want to partner with? (continued)

- *Measurement...*

...determine the value of the partnership:

- Before
- During
- After

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### Will both parties benefit?

- Know WHAT and WHO you want

*BUT*

- It should not be to the detriment of the other party
- Set mutual objectives
- Discuss your own expectations and desired outcomes
- Be prepared to compromise if required to ensure fair outcome



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### Will both parties benefit? (Continued)

- Some roles to consider:
  - Lead partner
  - Co-partners
  - Support partner



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### Will both parties benefit? (Continued)

- Remember, it must be measurable –
  - How will you determine both parties benefit from the partnership?
    - Establish success criteria
  - Who will track what?
    - Allocate responsibilities up front
  - Are both partners happy with the measurement tools?
    - Ensure they track what they should and will help determine whether objectives have been achieved



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### Will the partnership be cost effective?

- What are the costs?
  - Generally, no up-front expenditure
  - Time
  - Resources
- Consider the sums:

Does investment = outcome



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### Will the partnership be cost effective? (continued)

- Maximising opportunities
  - Know what your investment buys
  - Know your limitations
  - Communicate expectations
  - Set common achievable objectives

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### Measurement, MEASUREMENT, *MEASUREMENT...*

- Why is measurement so important?
  - Provides evidence of success
  - Helps monitor whether partnerships are on track
  - Provides opportunity to review or revisit expectations and outcomes
  - Can help determine future course of action
  - Helps determine whether activities are cost effective
  - Determine whether objectives were achieved



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## Summary

- Know WHAT you want
- Know WHO you want
- Ensure both parties benefit
- Seek cost effectiveness, and....
  
- Measure, MEASURE, *MEASURE!*



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Thank you

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### Is partnership the right vehicle for your promotion?

- 1. Name two different types of partnerships and describe what they are.
- 2. List two potential partners and the benefits they can bring.

