

# Marlow Communications

## **INTELLIGENCE**

**. . . A NEWS AND INFORMATION BULLETIN**

*June 2007*

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While our job is to tell stories for other people, from time to time we have some stories of our own to tell and these will appear on an ad hoc basis in INTELLIGENCE.

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- We welcome **Centrex Metals Limited** to the client base. Marlow Communications is working with Centrex on a range of community, government and media relations initiatives related to its Iron Ore projects on the Eyre Peninsula and the appointment re-kindles our long-term interest in EP.
- Our strategic alliance with **Whitham Media Australia** is adding a great range of services for our clients, including video production, media training, website content development, induction training, and community engagement training workshops. Steve Whitham and I are already rolling out many of these services and others will be available shortly.
- **Our main focus in this edition is on Diggers and Dealers** – just a few weeks away. Our advice is – before you go, have a clear idea of what you want to get out of it; while you are there, don't overload yourself but make sure you reach all your key contacts; and when you come back, evaluate and follow up. Here are a few practical ideas to make sure you get the most out of your investment:
  - **What are your main messages?** A key part of your preparation should be defining no more than 3-4 of the most important things you want to be remembered for. One of the biggest problems at D&D is information overload: be clear, be distinctive, stand out from the crowd.
  - **What are your targets?** Why are you there? Who do you need to get your message across to? Having a clear idea of this will help frame your message and the way you present it.
  - **What information are you taking with you?** Whether you are presenting, having a booth, or just networking, you will need a range of materials to make the best impression to your target audience, ensure you are remembered, and maximize the business opportunities. This is Australia's most competitive resources event: it's not good enough to turn up with a carton of old prospectuses and annual reports and some photocopied media releases.

- **How good is your presentation?** If you're presenting, you have even more need to stand out from the crowd. Have you considered alternatives to PowerPoint? Why not use a video of a key project to show what it *really* looks like? And don't think that just because you've done lots of presentations, you do them well. There's no logic in that: think of the 'regulars' you've seen who are dead boring; then think about someone you remember for their presentation skills and content (and that doesn't mean being a show-pony or a cowboy!)

We strongly recommend that you start thinking NOW about every aspect of D&D and how to get the most out of it.

Marlow Communications can add real value through:

- Working with you to define your key messages
- Sorting out your key targets and giving focus on why you're going
- Creating information materials to make you stand out from the crowd, whatever your level of involvement
- Developing a creative presentation and rehearsing it with you so both the content and presentation are the best possible. And yes, you do need to rehearse!

This is just a start, to get you thinking about why you're going and what you're going to do. Each case is different and we can provide practical advice and materials development to suit your own needs. Email us now at [marcomms@bigpond.net.au](mailto:marcomms@bigpond.net.au)

- Not going to Kalgoorlie? The start of a new financial year is the time to lock in your communication program for 2007-08. A timely reminder that this should include provisions for government relations (at local, state and federal levels); regular use of regional media; engagement with local community groups and individuals; regular web content reviews and updates; a crisis management plan; and tailored communications with key groups such as employees, contractors, consultants, shareholders and regulators. These are all areas where our expertise and experience is being used daily to great effect.

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