

**Session**

**Communicating Positive Messages in Difficult Times**

**Facilitator**

**Phyllis Walker**

Finance Operations Manager

Illinois Municipal Retirement Fund

- I. Topic Importance – Recent Newspaper Headlines
- II. Illinois Municipal Retirement Fund (IMRF) Communication Strategy
  - a. STEP analysis (Social, Technological, Economic and Political Analysis)
  - b. SWOT analysis (Strengths, Weaknesses, Opportunities and Threats)
  - c. Strategic plan
- III. IMRF Branding Activities
  - a. Research
  - b. Staff buy- in
  - c. Press kit
  - d. IMRF press room
  - e. Media training
  - f. Key messages
  - g. Press releases
  - h. Google alerts of online IMRF stories
  - i. Economic impact study
- IV. Results of IMRF Activities
  - a. Survey results
  - b. Media results