**Making Yourself Heard: 4 Principles of Communicating Effectively**

With so many channels of communication open to us, it can be hard to know which to use and how best to use them. This session will look at crafting your message for maximum impact and choosing the right medium to reach the people who matter to you.

**Kay Carter** is Global CEO of Christianity Explored Ministries, where she is primarily responsible for producing video-based courses which introduce people to Jesus through the pages of Scripture. She previously worked at Tyndale House, a biblical research institute, heading up strategy and communications. Kay has a background in journalism, including as a staff member of “The Sunday Times” in London and as founding editor of “The Difference” magazine, which examined political issues through the lens of Christian ethics. She has a long-term interest in religious freedom and has worked as a lobbyist for organisations which represent persecuted Christians in the Middle East. She also ran the secretariat for the British All Party Parliamentary Group on International Freedom of Religion or Belief.

**A Framework for Communication**

Communication is a part of everyday life — we communicate all the time, right from when we’re newborns. The very first thing a typical human does the moment it emerges from the womb is communicate — we let out a wail and tell the world we’ve arrived. We’re all born with an inbuilt desire and facility to communicate.

But as the ideas we want to communicate become more complicated, and the people we want to communicate with become more distant from us, communication becomes more difficult. We have to work harder to get people to take notice of us and listen to what we have to say.

To make sure we are communicating as effectively as possible, we need to answer three questions:

1. Whom do we want to communicate with?
2. What do we want to say to them?
3. What is the best communication method to use?
4. Start with the “why” — find your purpose
	1. Spend time clarifying what exactly you want to achieve by communicating -​ What do you want people to know that they don’t already know? -​ What do you want people to do after hearing your message?
	2. How will you know if you’ve been successful in your communication? What will change as a result?
5. Identify the “who” — pinpoint your audience
	1. Geography (eg reaching people where they live or work)
	2. Age (eg speaking to over-60s)
	3. Education (eg communicating with students)
	4. Job (eg connecting with church leaders)
	5. Interest (eg engaging with political activists)
6. Craft the “what” — shape your message

We need to appeal to both the rational *and* the intuitive parts of the brain

* 1. We need to give the KEY MESSAGE
	2. We need to EXPLAIN it
	3. We need to ILLUSTRATE it
		1. Facts
		2. Opinions
		3. Anecdotes
		4. Metaphors
1. Choose the “how” — select your medium

Start by asking yourself where your audience’s attention is:

1. Where do they live? (What might they notice in their physical surroundings?)
2. Who do they know? (Who might invite them? Who might share content with them?)
3. What traditional media do they consume?
4. What social media platforms do they use?

Then we need to “fish where the fish are”.

1. In person conversations
	1. Talks
	2. Courses
	3. Door-knocking
	4. Community meeting
	5. Coffee/lunch events
2. Digital
	1. Websites
	2. Social media
	3. Podcasts
	4. YouTube
3. Traditional media
	1. Local press
	2. Local radio
	3. National media
	4. Specialist media
	5. Advertising
4. Paper-based
	1. Books
	2. Self-published magazines
	3. Leaflets and fliers
5. Outdoor and physical
	1. Signage
	2. Video boards
	3. Merch