



# Marketing & International Youth Work

Philippa Ochonski

SALTO Training Course - 22 May 2001

Presentation by Philippa Ochonski



# What is Marketing?

**Marketing is the management process for identifying, anticipating and satisfying customer requirements profitably.**

*As defined by the Chartered Institute of Marketing*



**Customer**

=

**stakeholders**

**profitably**

=

**support**

**financial, promotional.....**



# Stakeholders

- What are stakeholders?

*“Any group or individual who has legitimate expectation of a project”*

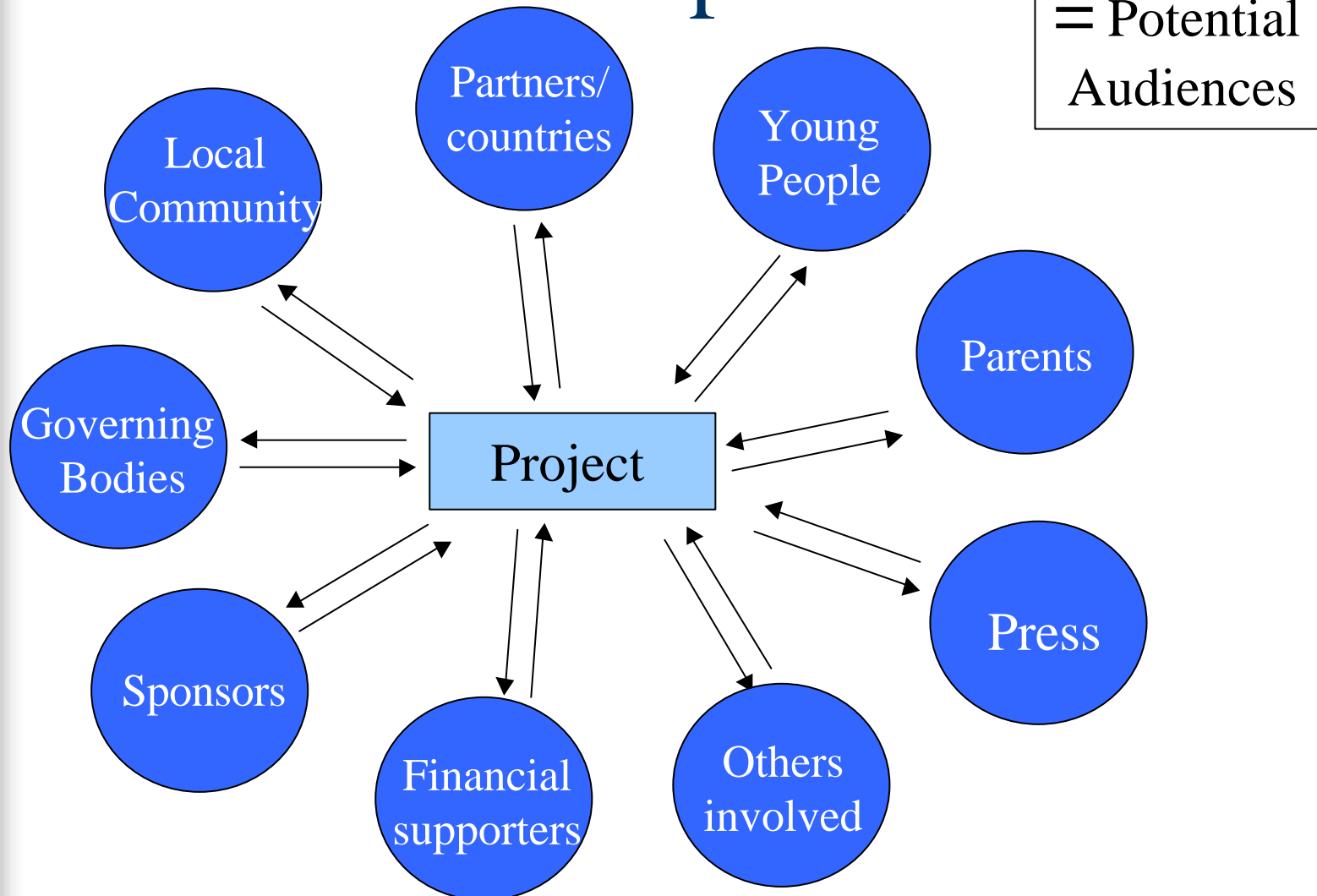
- Who are the stakeholders in international youth work?



# TASK 1

## Identify Stakeholders

# Stakeholder Map





# The Marketing Communications Mix

- The tools we use to communicate our message to our target audience

- These tools are:

Personal selling

Direct Marketing

E-marketing

Sponsorship

Sales Promotion

Word of Mouth

Advertising

Events

Merchandising

Packaging

Public Relations



# Public Relations

- “the development of and maintenance of good relationships with different publics”
- The dissemination of messages through third party media such as magazines, newspapers, news programmes - radio or television

# Positive PR

104 BRACKNELL STANDARD Friday, September 12, 1997

## Youngsters extend hand of European friendship

### Portuguese visit boost to Wokingham youth service

By Claudine Fontana

THE future of the Youth and Community Service in the Wokingham District is certain of an uplift following a valuable European Exchange between English and Portuguese teenagers.

Cllr Anthony PoHock and Cllr Perry Lewis, the two leaders of Wokingham District Council's education and cultural services committee, were invited to meet the youngsters at the Earley Centre Point Youth and Community Centre on August 26.

The first 10 days of the exchange took place in Oporto, Portugal.

The teenagers of both nationalities, aged 15 and 16, explored each country's attitude to drugs and HIV and ideas for overcoming their dangers, as well as other health and environmental issues.

Team building activities on the



Youngsters meet their European counterparts in Wokingham

the Rainforest Education At the Wokingham Centre on Woodley, Twyford and

# Youth club puts Earley on international map



Members of Silverdale Youth Club, Earley.

**By Stephen  
Cunningham**

EARLEY youngsters  
are among the most  
travelled for their age

## Leading training centre for exchange visits

# Inaccurate PR



# Negative PR

Softly, softly: Free go-karting and sailing

## Fury at young thugs' joy ride

**YOUNG criminals in Bedfordshire are being treated to go-karting sessions in Letchworth as part of their rehabilitation.**

Violent thugs and car thieves are getting VIP treatment under a new stick-and-carrot policy towards youth offenders.

But the scheme has been attacked by a Tory MP who says it sends out the message to victims that crime DOES pay.

The youths, aged between 12 and 17, have just returned from a five-week summer holiday course run by the Luton Youth Offending Team which in addition to the go-karting in Letchworth, included:

■ Roller skating at Rollers, Blechley

■ Sailing at Willen Lake, Milton Keynes

■ Bowling at Dunstable Megabowl

■ Two days and nights aboard a fishing trawler, the Kenya Jacaranda, helping to sail the ship from Tilbury to Dover.

Conservative home affairs spokesman John Bercow, the Winslow and Buckingham MP



■ VIP treatment: Young offenders are to enjoy go-karting like the innocent teenagers pictured above – a scheme attacked by Tory MP John Bercow

covering Milton Keynes' western villages, said: "This scheme suggests that crime does pay.

### Liberalism

"It sends an appalling message to victims of crime who have suffered enough.

"It's liberalism gone mad. The criminal has won. Victims will say the criminal is taking the mickey out of me and the authorities couldn't care less what I think.

"It's difficult to understand how this can be justified. Law-abiding youths not getting these free perks will look at your story and think what's the point?"

PC Tony Moth, who runs the scheme, said: "The idea is to try and stop young criminals re-offending by attacking the problem at the root.

"These are all first or second time offenders: mainly concerned with petty car crime and theft and assaults.

"We don't let them run riot. In the morning, we will do something practical such as visiting a prison and looking at the consequences of crime, then we do the leisure activities if they behave.

"I'm no liberal. I've been a policeman for 22 years and have always believed if you get people early enough, it will deter them.

"It does work. Of this summer's 13 youngsters, only two have re-offended.

"The sailing costs £208 and the roller-skating £50. Even if they go out and steal one car instead of five we are saving money."

### Nothing

He claimed the project cost taxpayers nothing.

The £1,500 cost was covered by £500 donations from Bedfordshire Police Business Partnership, the Youth Inclusion Project and YOT.

Victim Support, locally and nationally, refused to comment.

**◀ This scheme suggests that crime does pay. It sends an appalling message to victims who have suffered enough. ▶**

— MP John Bercow



# Negative PR

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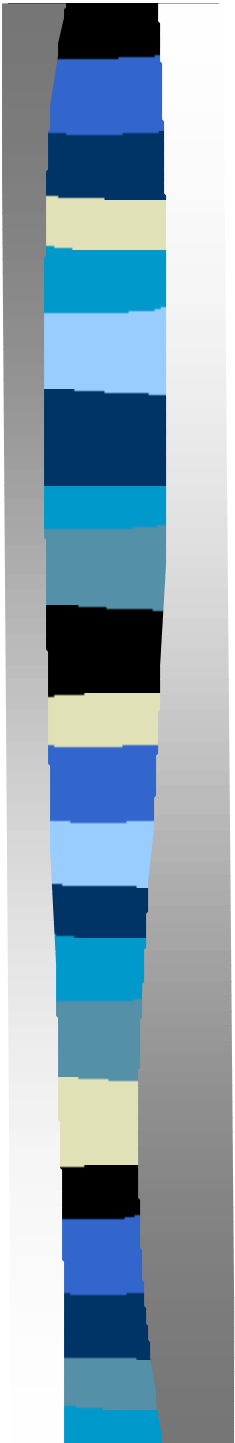
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## TASK 2

“Have I got news for you!”



# Question 1

How do you get an article into a newspaper?

- ① Kidnap a journalist
- ② Provide a good story ✓
- ③ Stick it in with glue



## Question 2

What is a press release?

- ① A short statement providing the latest news ✓
- ② A new exercise machine
- ③ A garlic crusher



## Question 3

Who should be responsible for press relations?

- ① Anyone available at the time
- ② Your favourite Auntie
- ③ A dedicated spokesperson ✓



## Question 4

What do you do if you don't know the answer to a journalist's question?

- ① Say you will find out and get back to them ✓
- ② Smile and pretend you didn't hear
- ③ Make it up or guess



## Question 5

What can help get your story published?

- ① A photograph ✓
- ② Money
- ③ Take the editor to dinner



## Question 6

A journalist has fabricated a damaging article about your project, what do you do?

- ① Ring the journalist and shout and demand they re-write the article
- ② Spokesperson should discuss this calmly with editor and arrange for a retraction ✓
- ③ Ignore, no publicity is bad publicity



## Question 7

What is the most important thing to do before a press interview?

- ① Brush your teeth
- ② Prepare fully by researching your subject ✓
- ③ Read some recent articles that the journalist has written.



## Question 8

What must you give a journalist in a press interview?

- ① A cup of tea
- ② A full plan of your project from start to finish
- ③ Enough information to create a well rounded article ✓



## Question 9

What do you do when a journalist doesn't show up for an interview?

- ① Forward them the information and offer an opportunity to re-schedule ✓
- ② Go home
- ③ Call and demand that they come and visit you another time



## Question 10

You are in an informal situation and you bump into a journalist, what do you do?

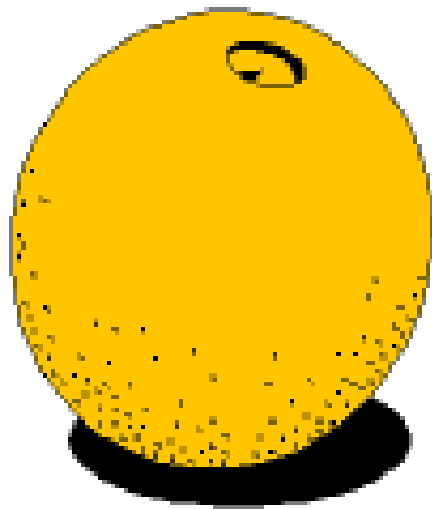
- ① Share gossip about recent events
- ② Who cares it's a party
- ③ Don't say anything you wouldn't want printed ✓



# Your Offering

- Ensure your offering is a good one that will appeal to those you want to attract and achieve your set objectives.
- Plan the message you want your audiences to gain about your offering.

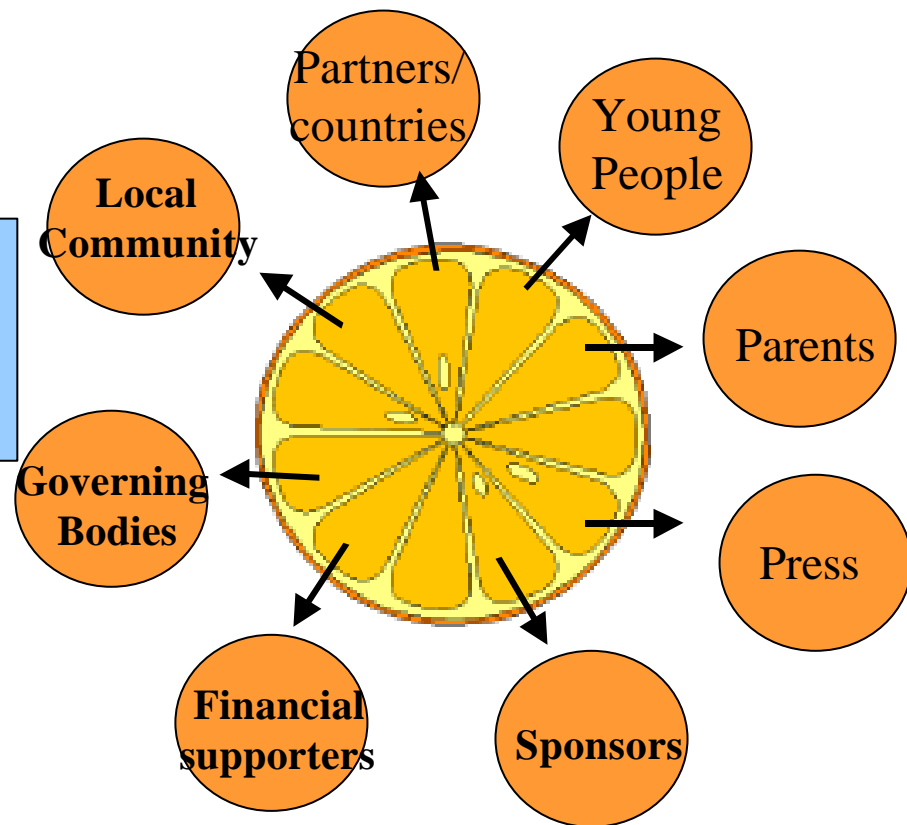
# Segmentation, targeting & positioning



Your Market

# Segmentation, targeting & positioning

Segment the markets  
& develop profiles



# Segmentation, targeting & positioning

Select the target segments



=

Young People

# Segmentation, targeting & positioning

Develop appropriate positioning for each segment



Young People

**MESSAGE**

Foreign Travel,  
Meet new friends,  
Have fun

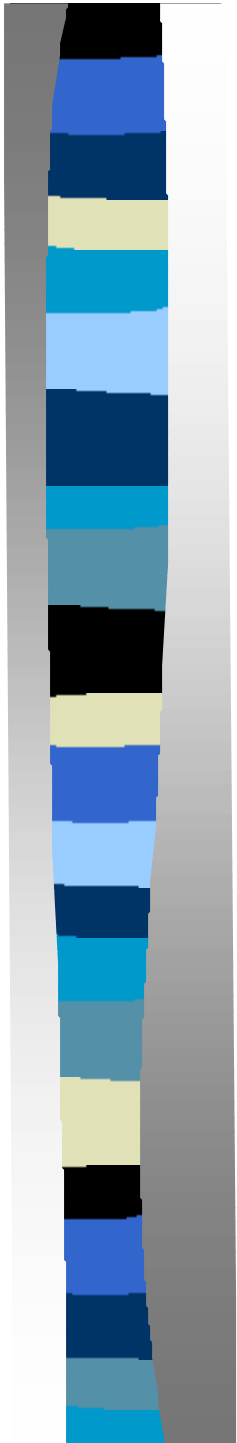


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## TASK 3

# Set the scene - Your International Project



## TASK 4

# Prepare An Outline Marketing Communications Plan



# Outline Marcoms Plan

- Complete this chart

| Target Audience | Marcoms Tool                          | Message                                    |
|-----------------|---------------------------------------|--|
| Young people    | Advertising – posters in youth centre | Travel abroad, meet new friends, have fun! |
|                 |                                       |  |

- And come back to discuss.



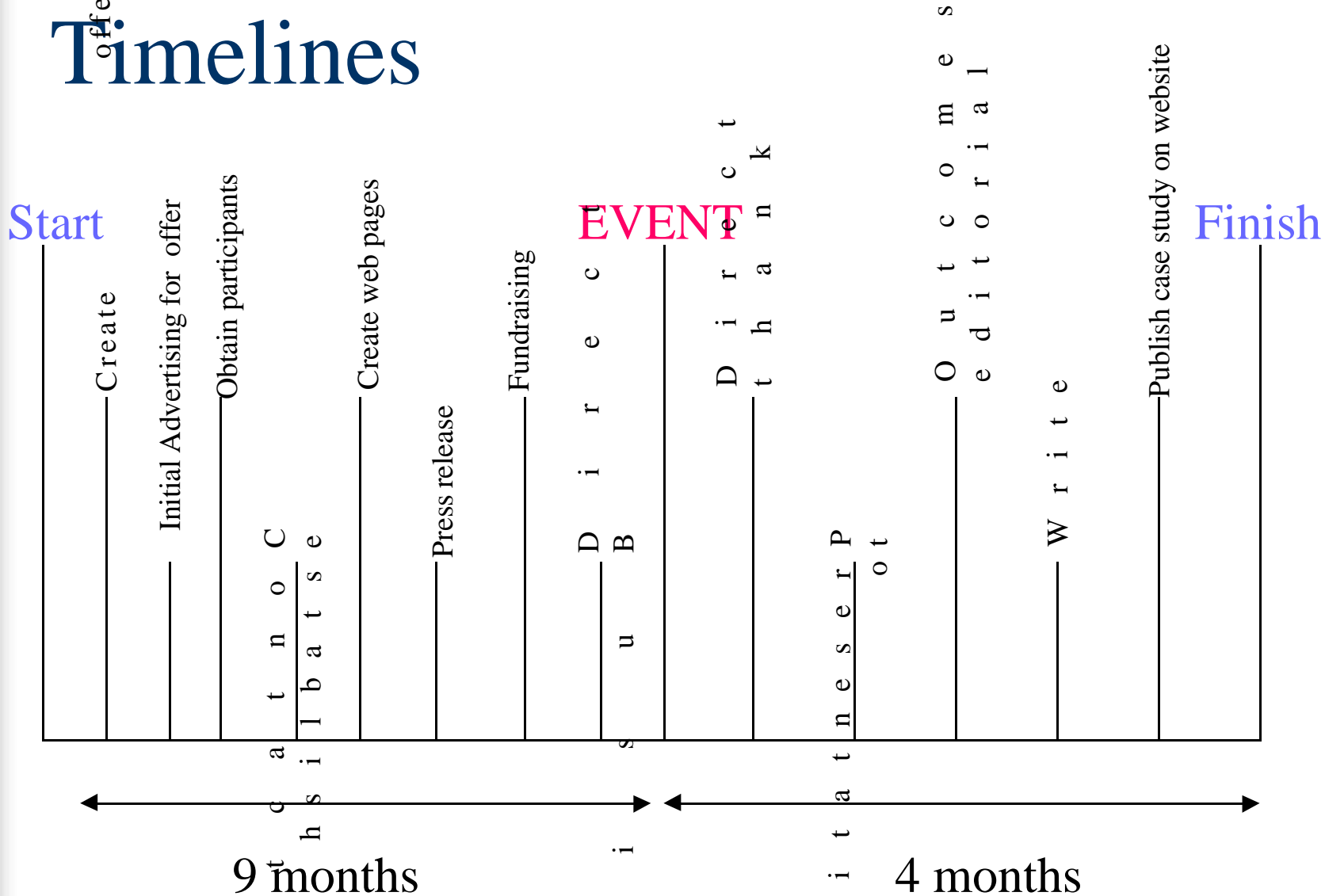
## TASK 5

# The Human Timeline

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# offer Timelines



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# Conclusion

- To raise the profile of International Work you need to know how to sell it!
- Take the skills and tools you have learned today and.....

**GO TO MARKET!**