



WATERFRONToronto



Influencer Strategy

Board of Directors Meeting
October 28 2009

What Waterfront Toronto wants to achieve:

- Greater Profile
- Stronger impact
- More Influence through recognition of:
 - Economic development benefits
 - Leading edge execution of intelligent city building and sustainable development
 - Design excellence
- Increased support and funding

Source: 2009/2010 Integrated Marketing and Communications Plan

Getting it Done: Thought Leadership

- Build a network of key influencers to reach broader audiences
 - Prioritize small group of influencers
 - Provide a guide for influencer outreach activities:
 - Identify their unique perspective and issues
 - Define engagement objectives
 - Develop tailored messages and communication tactics
 - Create a roster of influential third party champions

What is an influencer strategy?

- A structured communications approach to engage and inform pre-qualified individuals and groups with Waterfront Toronto core messages in order to build enduring relationships that translate into support for Waterfront Toronto's initiatives

Role of Board Members

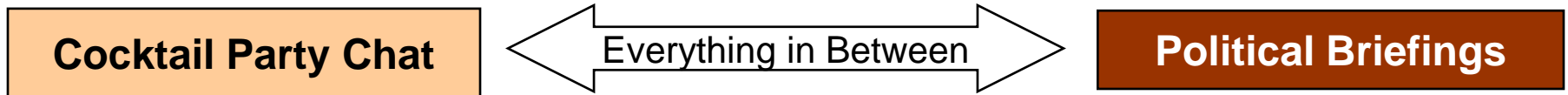
- Critical to engaging potential champions and sustaining relationships for future reference
- How:
 - Engage with Management in defining key contact list
 - Participate in meetings with influencers (with or without staff)
 - Deliver top-line messages and call to action
 - Provide feedback for staff tracking and follow up

Execution

- **Identification and Pre-Qualification of Influencers:** Who to engage and why
- **Strategy:** What we need to achieve
- **Tactics:** How we will engage them
- **Key Messages:** What we need to communicate
- **Timeline:** When in the program they should be engaged
- **Assignment:** Who will do it

Key Messages

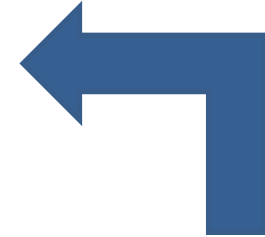
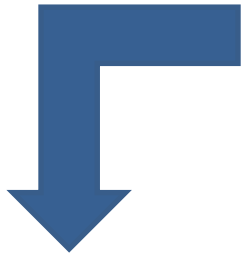
- The three or four concepts that, if accepted by influencers, will further WT objectives
- Top-line messages - 10,000 feet, foundation of all communications
- Easy to communicate



Four Top Line Messages

#1

*Relentless
implementation*

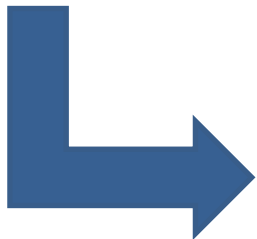


#2

*Model for
sustainable,
intelligent city
building*

#4

*Call to action:
your role &
what's in it for you*

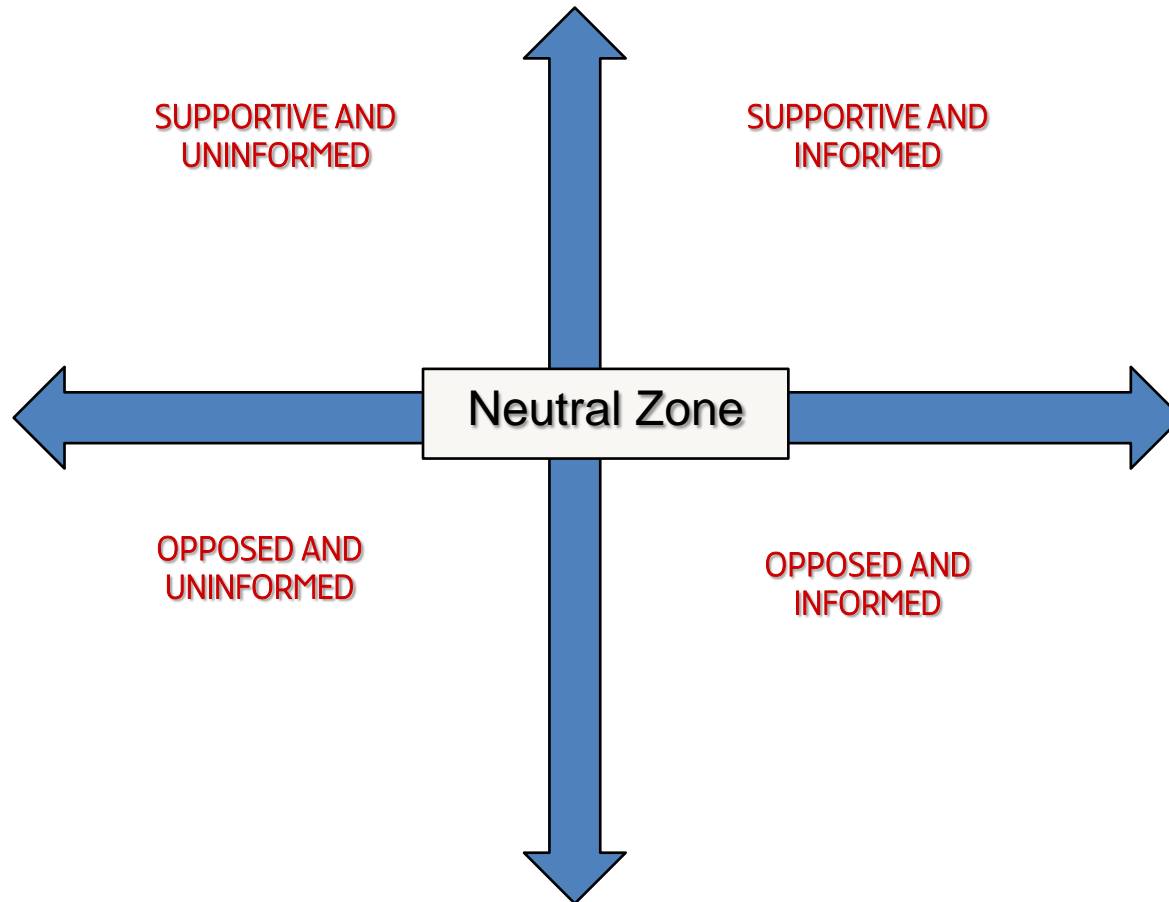


#3

*Revitalization will
create enormous
economic benefits*



Map Influencers: Where do they stand?



Next Steps

- Confirm strategy
- Confirm Board Members willingness to participate
- Define potential contacts in one-on-one meetings with Management
- Deliver all materials to support Board execution