

Enabling staff to build your brand - value-added messaging



**Courts in the 21st Century – Client Communication –
Tools and stages of creating a uniformed (court) image.**

**Michael Korhonen
EJTN Communications Manager**

**Setting the
stage**

The plan

**The
support**

**Recap and
practice**

**Lessons
learned**

Setting the stage

About
EJTN

Business
objectives

Communications
goals

The
challenge

About EJTN

- Non-profit international organisation founded in 2000.
- Supports the interests of 120,000 European judges, prosecutors and judicial trainers.
- Principal platform and promoter for the development, training and exchange of knowledge and competence of the EU judges and prosecutors and judicial trainers.
- EJTN develops training standards and curricula, co-ordinates judicial training exchanges, plans judicial training programmes and advocates issues.
- In 2017, trained 6,317 individual judiciary, providing 30,612 training days.

Business objectives

- Continue to foster mutual trust between judges and prosecutors from different European legal systems.
- Increase the level of knowledge of EU law among the European judiciary.
- Assure high quality European and national-level judicial training.
- Foster the early development of a judge's and prosecutor's European profile.
- Strive towards an increased networking function of EJTN.
- Strive towards a more effective external cooperation.
- Reinforce the primacy of the role of EJTN in all areas of judicial training at EU level.

Communications goals

- Induce greater awareness of EJTN and its work.
- Increase participation interest in EJTN activities.
- Ensure EJTN Members are provided with detailed, timely information on EJTN activities.
- Inspire greater confidence in EJTN.
- Generate greater synergies between EJTN Members.
- Generate greater synergies between EJTN and its partners.
- Inspire and equip EJTN's staff.

The challenge

How to build and communicate a brand?

The challenge

How to build and communicate a brand?

Building a brand requires ...

- Determining your brand's target audience.
- Defining a brand mission statement.
- Outlining the qualities and benefits of your brand.
- Creating a logo, tagline and brand message.
- Increasingly, integrating marketing [products and services], communications and corporate social responsibility into branding.

The challenge

How to build and communicate a brand?

Building a brand requires ...

- Determining your brand's target audience.
- Defining a brand mission statement.
- Outlining the qualities and benefits of your brand.
- Creating a logo, tagline and brand message.
- Increasingly, integrating marketing [products and services], communications and corporate social responsibility into branding.

Communicating a brand involves ...

- Understanding a much, wider scope to brand building.
- Brand is moving beyond simply a "name" and now incorporating marketing products and services, communications and corporate social responsibility.
- **Activating all your staff, from across the organisation, to help build and communicate your brand!**

Enabling staff to build your brand - value-added messaging



Courts in the 21st Century – Client Communication –
Tools and stages of creating a uniformed (court) image.

Michael Korhonen
EJTN Communications Manager

Setting the
stage

The plan

The
support

Recap and
practice

Lessons
learned

Communications strategy action plan

Target
audience

Communications
objectives

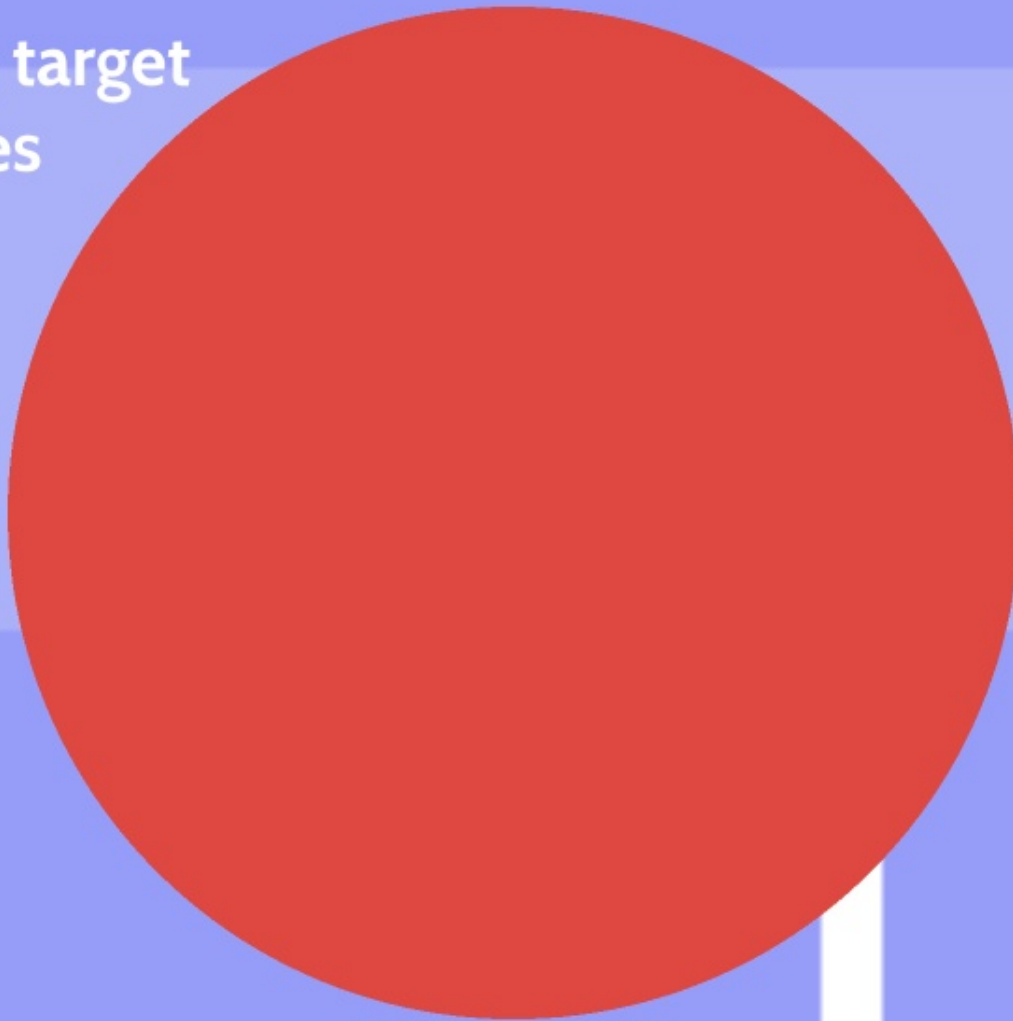
Key messaging
concepts

Tools to
be used

Responsible
for
execution

Success
measurement

Defining target audiences



Defining target audiences

Clients

- Judges/prosecutors
- Trainees
- Training managers
- Judicial trainers

Defining target audiences

Clients

- Judges/prosecutors
- Trainees
- Training managers
- Judicial trainers

Enablers

- EJTN Members and Observers

Defining target audiences

Clients

- Judges/prosecutors
- Trainees
- Training managers
- Judicial trainers

Enablers

- EJTN Members and Observers

EU Supporters

- The European Commission
- Sister European organisations (ECHR, EUROJUST, CEPOL)

Defining target audiences

Clients

- Judges/prosecutors
- Trainees
- Training managers
- Judicial trainers

Enablers

- EJTN Members and Observers

EU Supporters

- The European Commission
- Sister European organisations (ECHR, EUROJUST, CEPOL)

National stakeholders

- European national organisations (non-EJTN Members/Observers)

Defining target audiences

Clients

- Judges/prosecutors
- Trainees
- Training managers
- Judicial trainers

Enablers

- EJTN Members and Observers

EU Supporters

- The European Commission
- Sister European organisations (ECHR, EUROJUST, CEPOL)

National stakeholders

- European national organisations (non-EJTN Members/Observers)

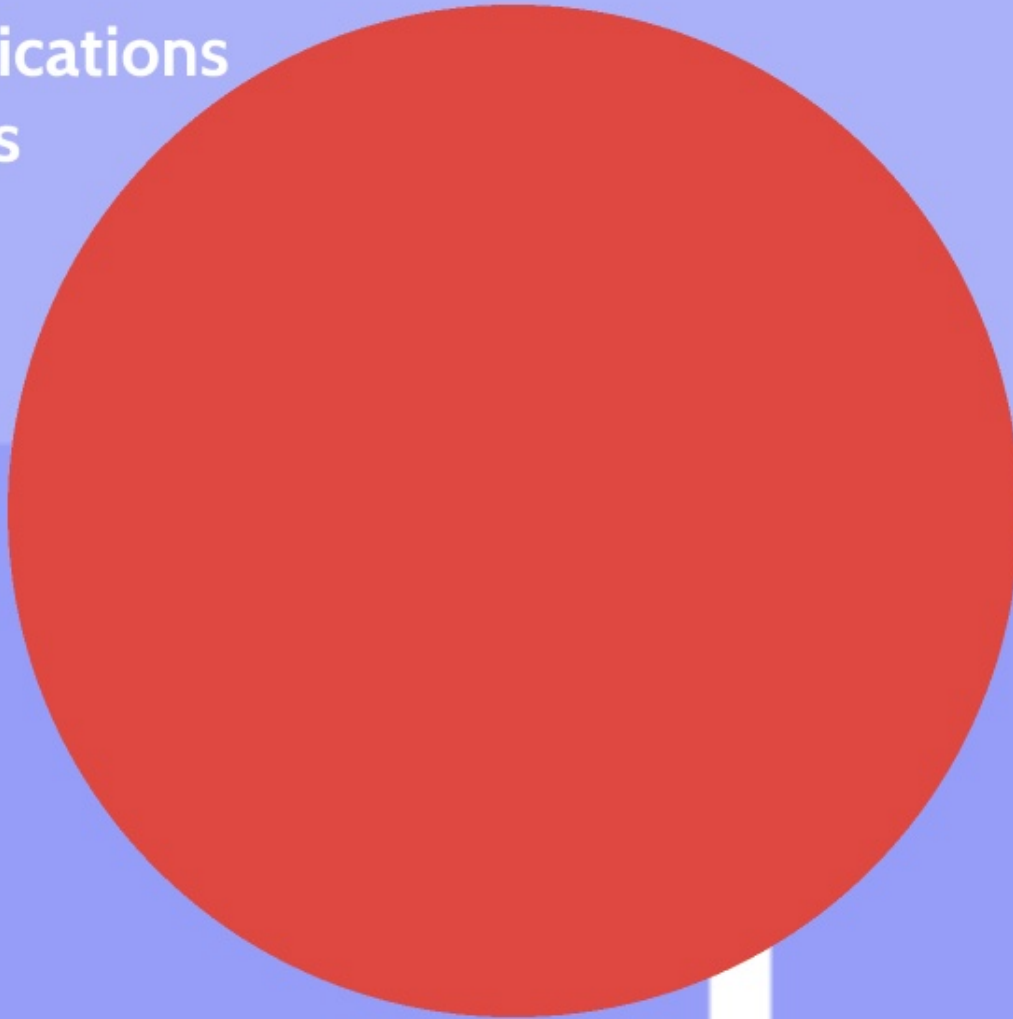
Staff

- EJTN personnel

Defining target audiences



Communications objectives



Communications objectives

Clients

- increased awareness of EJTN and EJTN's training portfolio and supporting resources.
- mutual trust reinforced.
- trainees embrace EJTN as a life-long resource.

Communications objectives

Clients

- increased awareness of EJTN and EJTN's training portfolio and supporting resources.
- mutual trust reinforced.
- trainees embrace EJTN as a life-long resource.

Enablers

- increasingly promote EJTN to their respective clients
- are equipped with the information and promotional collateral needed to inform their Clients of EJTN's training offering.
- receive participant testimonials and specific information about EJTN's Exchange Programme.
- engaged with EJTN through more projects and programmes.
- confidence of EJTN's ROI is reinforced.

Communications objectives

Clients

- increased awareness of EJTN and EJTN's training portfolio and supporting resources.
- mutual trust reinforced.
- trainees embrace EJTN as a life-long resource.

Enablers

- increasingly promote EJTN to their respective clients
- are equipped with the information and promotional collateral needed to inform their Clients of EJTN's training offering.
- receive participant testimonials and specific information about EJTN's Exchange Programme.
- engaged with EJTN through more projects and programmes.
- confidence of EJTN's ROI is reinforced.

EU supporters

- well informed of EJTN's projects and programmes.
- confidence of EJTN's added value is reinforced.
- synergies are formed between EU Supporters and EJTN.

Communications objectives

Clients

- increased awareness of EJTN and EJTN's training portfolio and supporting resources.
- mutual trust reinforced.
- trainees embrace EJTN as a life-long resource.

Enablers

- increasingly promote EJTN to their respective clients
- are equipped with the information and promotional collateral needed to inform their Clients of EJTN's training offering.
- receive participant testimonials and specific information about EJTN's Exchange Programme.
- engaged with EJTN through more projects and programmes.
- confidence of EJTN's ROI is reinforced.

EU supporters

- well informed of EJTN's projects and programmes.
- confidence of EJTN's added value is reinforced.
- synergies are formed between EU Supporters and EJTN.

National stakeholders

- increase awareness of EJTN, its mandate, training product offering, and EU law primacy.
- ensuring EJTN's website content and news feed is designed to facilitate awareness of EJTN's mandate, product offering and EU law primacy.
- ensuring EJTN's active presence on key social media tools.

Communications objectives

Clients

- increased awareness of EJTN and EJTN's training portfolio and supporting resources.
- mutual trust reinforced.
- trainees embrace EJTN as a life-long resource.

Enablers

- increasingly promote EJTN to their respective clients
- are equipped with the information and promotional collateral needed to inform their Clients of EJTN's training offering.
- receive participant testimonials and specific information about EJTN's Exchange Programme.
- engaged with EJTN through more projects and programmes.
- confidence of EJTN's ROI is reinforced.

Staff

- more aware of EJTN's wider projects/ programmes and internal initiatives.
- adequately equipped to effectively engage with social media.

EU supporters

- well informed of EJTN's projects and programmes.
- confidence of EJTN's added value is reinforced.
- synergies are formed between EU Supporters and EJTN.

National stakeholders

- increase awareness of EJTN, its mandate, training product offering, and EU law primacy.
- ensuring EJTN's website content and news feed is designed to facilitate awareness of EJTN's mandate, product offering and EU law primacy.
- ensuring EJTN's active presence on key social media tools.

Communications objectives

Clients

- increased awareness of EJTN and EJTN's training portfolio and supporting resources.
- mutual trust reinforced.
- trainees embrace EJTN as a life-long resource.

Enablers

- increasingly promote EJTN to their respective clients
- are equipped with the information and promotional collateral needed to inform their Clients of EJTN's training offering.
- receive participant testimonials and specific information about EJTN's Exchange Programme.
- engaged with EJTN through more projects and programmes.
- confidence of EJTN's ROI is reinforced.

Staff

- more aware of EJTN's wider projects/ programmes and internal initiatives.
- adequately equipped to effectively engage with social media.

EU supporters

- well informed of EJTN's projects and programmes.
- confidence of EJTN's added value is reinforced.
- synergies are formed between EU Supporters and EJTN.

National stakeholders

- increase awareness of EJTN, its mandate, training product offering, and EU law primacy.
- ensuring EJTN's website content and news feed is designed to facilitate awareness of EJTN's mandate, product offering and EU law primacy.
- ensuring EJTN's active presence on key social media tools.

Friends

- more aware of EJTN and its roles.

Some key messaging concepts - to add value to communications.

Some key messaging concepts - to add value to communications.

Clients

- Only EJTN offers the unique, enriching Exchange Programme product.
- EJTN offers a centralised portal to quality judicial training and supporting resources in EU law.
- EJTN is a career-long partner for Europe's judiciary.

Some key messaging concepts - to add value to communications.

Enablers

- EJTN means cost-effective and quality judicial training.
- Only EJTN offers the one-of-a-kind Exchange Programme.
- Working together, Enablers with EJTN offer the greatest ROI in terms of overall ambitious judicial training targets.

Clients

- Only EJTN offers the unique, enriching Exchange Programme product.
- EJTN offers a centralised portal to quality judicial training and supporting resources in EU law.
- EJTN is a career-long partner for Europe's judiciary.

Some key messaging concepts - to add value to communications.

National stakeholders

-EJTN works together with its national Members and Observers, and has become a recognised and respected shaper of European judicial training endeavours.

Enablers

-EJTN means cost-effective and quality judicial training.
-Only EJTN offers the one-of-a-kind Exchange Programme.
-Working together, Enablers with EJTN offer the greatest ROI in terms of overall ambitious judicial training targets.

Clients

-Only EJTN offers the unique, enriching Exchange Programme product.
-EJTN offers a centralised portal to quality judicial training and supporting resources in EU law.
-EJTN is a career-long partner for Europe's judiciary.

Some key messaging concepts - to add value to communications.

National stakeholders

-EJTN works together with its national Members and Observers, and has become a recognised and respected shaper of European judicial training endeavours.

Enablers

-EJTN means cost-effective and quality judicial training.
-Only EJTN offers the one-of-a-kind Exchange Programme.
-Working together, Enablers with EJTN offer the greatest ROI in terms of overall ambitious judicial training targets.

Clients

-Only EJTN offers the unique, enriching Exchange Programme product.
-EJTN offers a centralised portal to quality judicial training and supporting resources in EU law.
-EJTN is a career-long partner for Europe's judiciary.

EU Supporters

-As a network uniting Europe's judicial training organisations, becoming involved with EJTN's projects and programmes offers great reach and added value.

Some key messaging concepts - to add value to communications.

National stakeholders

-EJTN works together with its national Members and Observers, and has become a recognised and respected shaper of European judicial training endeavours.

Enablers

-EJTN means cost-effective and quality judicial training.
-Only EJTN offers the one-of-a-kind Exchange Programme.
-Working together, Enablers with EJTN offer the greatest ROI in terms of overall ambitious judicial training targets.

Friends

-EJTN is a recognised and respected actor in European judicial training endeavours.
-EJTN is a fully autonomous and is Europe's primary actor within the judicial training sphere.

Clients

-Only EJTN offers the unique, enriching Exchange Programme product.
-EJTN offers a centralised portal to quality judicial training and supporting resources in EU law.
-EJTN is a career-long partner for Europe's judiciary.

EU Supporters

-As a network uniting Europe's judicial training organisations, becoming involved with EJTN's projects and programmes offers great reach and added value.

Some key messaging concepts - to add value to communications.

National stakeholders

-EJTN works together with its national Members and Observers, and has become a recognised and respected shaper of European judicial training endeavours.

Enablers

-EJTN means cost-effective and quality judicial training.
-Only EJTN offers the one-of-a-kind Exchange Programme.
-Working together, Enablers with EJTN offer the greatest ROI in terms of overall ambitious judicial training targets.

Friends

-EJTN is a recognised and respected actor in European judicial training endeavours.
-EJTN is a fully autonomous and is Europe's primary actor within the judicial training sphere.

Clients

-Only EJTN offers the unique, enriching Exchange Programme product.
-EJTN offers a centralised portal to quality judicial training and supporting resources in EU law.
-EJTN is a career-long partner for Europe's judiciary.

EU Supporters

-As a network uniting Europe's judicial training organisations, becoming involved with EJTN's projects and programmes offers great reach and added value.

Staff

-EJTN is a recognised and respected actor in European judicial training endeavours.
-Your individual engagement with each and every target audience member is your success.

Tools to be used

- Website – news section.
- Website – project/programme sections.
- Website – other relevant pages.
- MOODLE platform – eLearning or eNetworking.
- Project/event-specific communiques.
- Project/event-specific awareness campaigns (virtual & face-to-face).
- Social media – YouTube.
- Social media – Flickr.
- Social media – Facebook.
- Social media – LinkedIn.
- Cross-promotion during other projects/events.
- EJTN Annual Report.

Responsible for execution

- EJTN Communications Manager
- EJTN Project Managers
- EJTN Unit Heads
- EJTN Secretary General

Success measurement

- Specific numbers of news stories or other targeted communiques are published.
- Monthly visitor statistics to pages/sites.
- Quantitative and qualitative assessments.
- Delivery of specific documents/policies.

Enabling staff to build your brand - value-added messaging



Courts in the 21st Century – Client Communication –
Tools and stages of creating a uniformed (court) image.

Michael Korhonen
EJTN Communications Manager

Setting the
stage

The plan

The
support

Recap and
practice

Lessons
learned

The support

Other supporting elements were introduced to ensure meeting the challenge of communicating effectively - with the help of an activated staff.

The support

Other supporting elements were introduced to ensure meeting the challenge of communicating effectively - with the help of an activated staff.

- Vision and aims statements.
- Human/other resources availability mapping.
- Missing resources mapping.
- Risks and assumptions understanding.
- Interdependencies with other policies and plans.
- Social media strategy and plan - including possibilities and limitations.
- Social media policy, staff training and handbook - it's a responsibility of the employer, too!

Enabling staff to build your brand - value-added messaging



Courts in the 21st Century – Client Communication –
Tools and stages of creating a uniformed (court) image.

Michael Korhonen
EJTN Communications Manager

Setting the
stage

The plan

The
support

Recap and
practice

Lessons
learned


Recap and practice

What have we seen so far?

How to we put all this into
daily practice?

Recap

Daily
practice

The background is a light blue color with several darker blue geometric shapes. A large circle is centered in the upper half of the slide. To its left, a curved shape enters from the edge. In the top left and top right corners, there are rectangular shapes. A small white rectangle is partially visible behind the bottom right of the large circle.

What we've seen so far

What we've seen so far

- Looked at EJTN, its business objectives and communications goals.

What we've seen so far

- Looked at EJTN, its business objectives and communications goals.
- Looked at EJTN's big challenge - to communicate its brand through an activated staff.

What we've seen so far

- Looked at EJTN, its business objectives and communications goals.
- Looked at EJTN's big challenge - to communicate its brand through an activated staff.
- We have come up with a communications strategy plan that includes:
 - Defining a target audience.
 - Setting communications objectives for each target audience.
 - Defining key messaging concepts - these are value-added messages to add to all communications.
 - Understanding the Various tools available.
 - Defining who will communicate - and follow up.
 - Measuring if the communication was successful.

What we've seen so far

- Looked at EJTN, its business objectives and communications goals.
- Looked at EJTN's big challenge - to communicate its brand through an activated staff.
- We have come up with a communications strategy plan that includes:
 - Defining a target audience.
 - Setting communications objectives for each target audience.
 - Defining key messaging concepts - these are value-added messages to add to all communications.
 - Understanding the Various tools available.
 - Defining who will communicate - and follow up.
 - Measuring if the communication was successful.
- Looked at the supporting resources and actions created to support our work.

Daily practice
at EJTN

The image features a light blue background. On the left side, there is a dark blue curved shape that resembles a stylized 'C' or a partial circle. In the center of the image is a large, solid blue circle.

Daily practice at EJTN



Prepare message.

Daily practice at EJTN



Select target audience.



Prepare message.

Daily practice at EJTN



Select target audience.



Prepare message.



Introduce a value-add message
(for your target) in your
communication - this builds
your brand!

Daily practice at EJTN



Prepare message.



Select target audience.



Introduce a value-add message
(for your target) in your
communication - this builds
your brand!



Pick the best tool(s) or
platform(s).

Daily practice at EJTN



Prepare message.



Select target audience.



Introduce a value-add message
(for your target) in your
communication - this builds
your brand!



Pick the best tool(s) or
platform(s).



Who's communicating
and following up?

Daily practice at EJTN



Select target audience.



Prepare message.



Introduce a value-add message
(for your target) in your
communication - this builds
your brand!



Pick the best tool(s) or
platform(s).



Who's communicating
and following up?



Consult supporting
resources - like social
media handbook.

Daily practice at EJTN



Select target audience.



Prepare message.



Introduce a value-add message
(for your target) in your
communication - this builds
your brand!



Pick the best tool(s) or
platform(s).



Who's communicating
and following up?



Consult supporting
resources - like social
media handbook.



Measure success.

Daily practice at EJTN



Select target audience.



Prepare message.



Introduce a value-add message
(for your target) in your
communication - this builds
your brand!



Pick the best tool(s) or
platform(s).



Who's communicating
and following up?



Consult supporting
resources - like social
media handbook.



Get better for next time
around!



Measure success.

Enabling staff to build your brand - value-added messaging



Courts in the 21st Century – Client Communication –
Tools and stages of creating a uniformed (court) image.

Michael Korhonen
EJTN Communications Manager

Setting the
stage

The plan

The
support

Recap and
practice

Lessons
learned

An abstract graphic featuring a large teal circle centered on a light blue background. The background is composed of several overlapping squares in various shades of blue. The text "Lessons learned" is written in white in the top right corner. A small white vertical bar is located in the bottom right corner of the graphic area.

Lessons learned

Lessons learned

EJTN's brand is built and communicated by all staff, through their daily actions, more so than corporate-level actions.

Lessons learned

EJTN's brand is built and communicated by all staff, through their daily actions, more so than corporate-level actions.

It is necessary to control and harmonise the message.

-> A choir can't perform well unless all members are *singing from the same sheet*.

Lessons learned

EJTN's brand is built and communicated by all staff, through their daily actions, more so than corporate-level actions.

It is necessary to control and harmonise the message.

-> A choir can't perform well unless all members are *singing from the same sheet*.

Creating a selection of ready-to-use, value-add messages has been well received.

Lessons learned

EJTN's brand is built and communicated by all staff, through their daily actions, more so than corporate-level actions.

It is necessary to control and harmonise the message.

-> A choir can't perform well unless all members are *singing from the same sheet*.

Creating a selection of ready-to-use, value-add messages has been well received.

It takes time and effort to make plans or strategies - but it pays off!

Lessons learned

EJTN's brand is built and communicated by all staff, through their daily actions, more so than corporate-level actions.

It is necessary to control and harmonise the message.

-> A choir can't perform well unless all members are *singing from the same sheet*.

Creating a selection of ready-to-use, value-add messages has been well received.

It takes time and effort to make plans or strategies - but it pays off!

Consider brand building a continual and evolving process.

Lessons learned

EJTN's brand is built and communicated by all staff, through their daily actions, more so than corporate-level actions.

It is necessary to control and harmonise the message.

-> A choir can't perform well unless all members are *singing from the same sheet*.

Creating a selection of ready-to-use, value-add messages has been well received.

It takes time and effort to make plans or strategies - but it pays off!

Consider brand building a continual and evolving process.

Don't underestimate importance of internal training and supporting resources - such as social media code of conduct & handbook.

Lessons learned

EJTN's brand is built and communicated by all staff, through their daily actions, more so than corporate-level actions.

It is necessary to control and harmonise the message.

-> A choir can't perform well unless all members are *singing from the same sheet*.

Creating a selection of ready-to-use, value-add messages has been well received.

It takes time and effort to make plans or strategies - but it pays off!

Consider brand building a continual and evolving process.

External validation of strategies or plans is an opportunity-opener!

Don't underestimate importance of internal training and supporting resources - such as social media code of conduct & handbook.

Lessons learned

EJTN's brand is built and communicated by all staff, through their daily actions, more so than corporate-level actions.

It is necessary to control and harmonise the message.

-> A choir can't perform well unless all members are *singing from the same sheet*.

Creating a selection of ready-to-use, value-add messages has been well received.

It takes time and effort to make plans or strategies - but it pays off!

Consider brand building a continual and evolving process.

Don't underestimate importance of internal training and supporting resources - such as social media code of conduct & handbook.

Consider sensitive issues like obliging staff to make social media accounts.

External validation of strategies or plans is an opportunity-opener!

Lessons learned

EJTN's brand is built and communicated by all staff, through their daily actions, more so than corporate-level actions.

It is necessary to control and harmonise the message.

-> A choir can't perform well unless all members are *singing from the same sheet*.

Creating a selection of ready-to-use, value-add messages has been well received.

It takes time and effort to make plans or strategies - but it pays off!

Consider brand building a continual and evolving process.

Don't underestimate importance of internal training and supporting resources - such as social media code of conduct & handbook.

For the future, think scalability and synergy of systems with partners - super-platforms!

Consider sensitive issues like obliging staff to make social media accounts.

External validation of strategies or plans is an opportunity-opener!

Lessons learned

EJTN's brand is built and communicated by all staff, through their daily actions, more so than corporate-level actions.

It is necessary to control and harmonise the message.

-> A choir can't perform well unless all members are *singing from the same sheet*.

Creating a selection of ready-to-use, value-add messages has been well received.

It takes time and effort to make plans or strategies - but it pays off!

Consider brand building a continual and evolving process.

Don't underestimate importance of internal training and supporting resources - such as social media code of conduct & handbook.

Keep thinking about tricky issues - like branding and communication of conceptual constructs like *justice*!

For the future, think scalability and synergy of systems with partners - super-platforms!

Consider sensitive issues like obliging staff to make social media accounts.

External validation of strategies or plans is an opportunity-opener!

Enabling staff to build your brand - value-added messaging



Courts in the 21st Century – Client Communication –
Tools and stages of creating a uniformed (court) image.

Michael Korhonen
EJTN Communications Manager

Setting the
stage

The plan

The
support

Recap and
practice

Lessons
learned