

Barry O'Reilly Communications Plan

Situation	<ul style="list-style-type: none"> Barry O'Reilly is an SU faculty member with an innovative take on learning known as 'unlearning.' He has books, a podcast and hosts an 'ExecCamp' for leaders looking to reinvent their business. 'Unlearning', Barry O'Reilly and SU needs an increase in national and local attention and to influence its target audience.
PRIMARY Communication Objectives	<ul style="list-style-type: none"> Increase in positive, influential strategic media coverage for O'Reilly and SU Increase in awareness and participation in ExecCamp and similar SU programming
Communication Strategies	<ul style="list-style-type: none"> Preparing interesting pitches to influence national and local broadcast media to host O'Reilly as a talk show guest. Writing and sending editorial pieces in newspapers and magazines. Finding and scheduling speaking opportunities Curating list of podcasts and radio shows and pitching O'Reilly as a guest or inviting these thought leaders to his podcast
Audiences	<ul style="list-style-type: none"> CEOs, COOs and company leaders Industry leaders Innovators
Key Themes / Messages	<ul style="list-style-type: none"> Previous celebrity work Corporate innovation Leadership
Tactics / Tools / Schedule	<p><i>Schedule to be determined upon approval of initial strategy.</i></p> <ul style="list-style-type: none"> Prepare strategic messaging for O'Reilly that includes key points about ExecCamp, Singularity and unlearning Create a LinkedIn social media plan for O'Reilly that shares links to the podcast, website, blogs from his newsletter, events/classes, media articles written by or about O'Reilly and SU Create strategic social media content (<i>eg. infographic of numerical success of unlearning, video clips from speaking engagements, social media-based meetups/discussions</i>) for Instagram and Twitter Prepare a list of important issues like climate change (as a larger issue) and greenhouse gas regulation and local air quality (as a related, local issue) for op-ed articles to be sent to both local (<i>eg. Los Angeles Times, San Francisco Chronicle, The San Diego Union-Tribune</i>), national publications (<i>eg. New York Times, Washington Post</i>) and niche digital publications (<i>eg. Refinery29, Quartz</i>) Prepare two biographies (short and longer) that can be used with the op-eds and speaking opportunity applications that will clearly state his achievements and knowledge in the field Submit speaker applications for keynote speeches and panels at innovation, leadership and education-focused panels (<i>eg. the Startup Grind Global Conference, Ted2020, Silicon Valley Innovation Summit</i>)

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| | <ul style="list-style-type: none">• Curate a list of similar influencers/thought leaders and either invite him to their podcast or offer to have him speak on theirs• Create a list of business journals and magazine editorial calendars to review for guest article and interview opportunities• Pitch O'Reilly as a guest for a comprehensive list of national and local broadcast stations and talk shows• Plan a speaking tour with CEO Peer Groups where O'Reilly will speak and offer strategies for business success through unlearning. This is a great opportunity to expose the attendees to his book, ExecCamp and SU workshops• Plan a co-host a free-to-attend professional lunch event with an on-campus organization at the top business and entrepreneurship colleges and universities in the California area (<i>eg. Stanford, University of California- Berkley, University of Southern California</i>) in the CA area to talk about using unlearning and SU resources to create and maintain innovative business models and ideas (<i>special coverage opportunities will be offered to student media</i>)• Plan a nonprofit campaign with an organization focused on innovation and entrepreneurship (<i>eg. Invent Now, Inc., Inventionx, the Startup Experience</i>) |
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