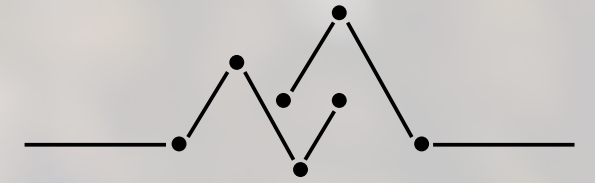




MARK HYNES  
Chief Executive Officer

#GranicusSummitUK



Granicus Digital Engagement

**SUMMIT**

—2018—

# Communicating in a Modern Digital Era

Mark Hynes

**20 September 2018**

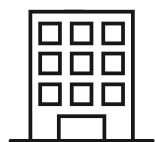




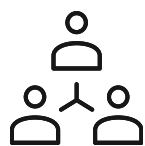
185m+ people worldwide are subscribed  
to government communications  
through Granicus

## UK AND ACROSS EUROPE

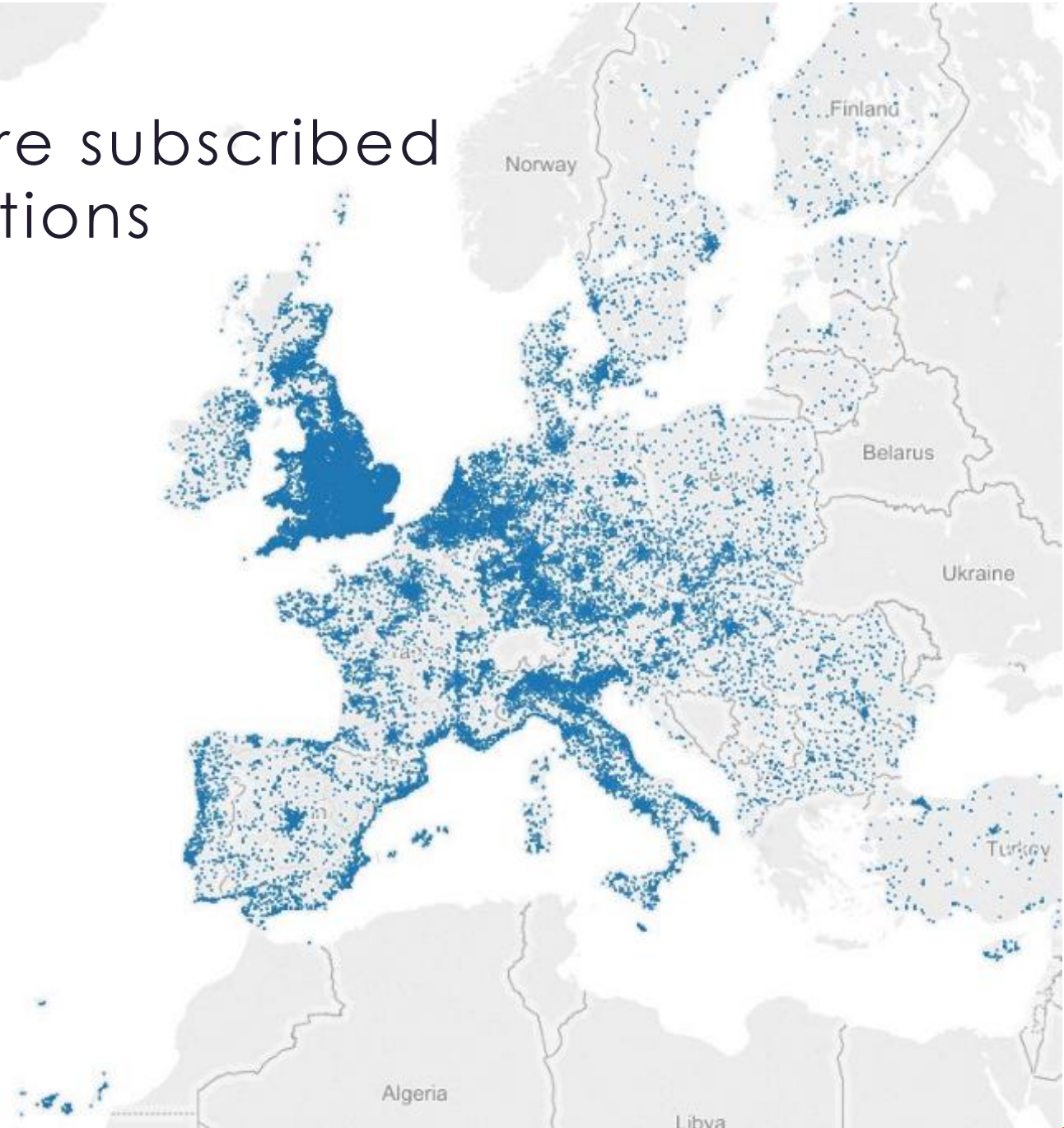
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~200  
ORGANISATIONS



11M+  
CITIZENS



# A Time of Great Consequence



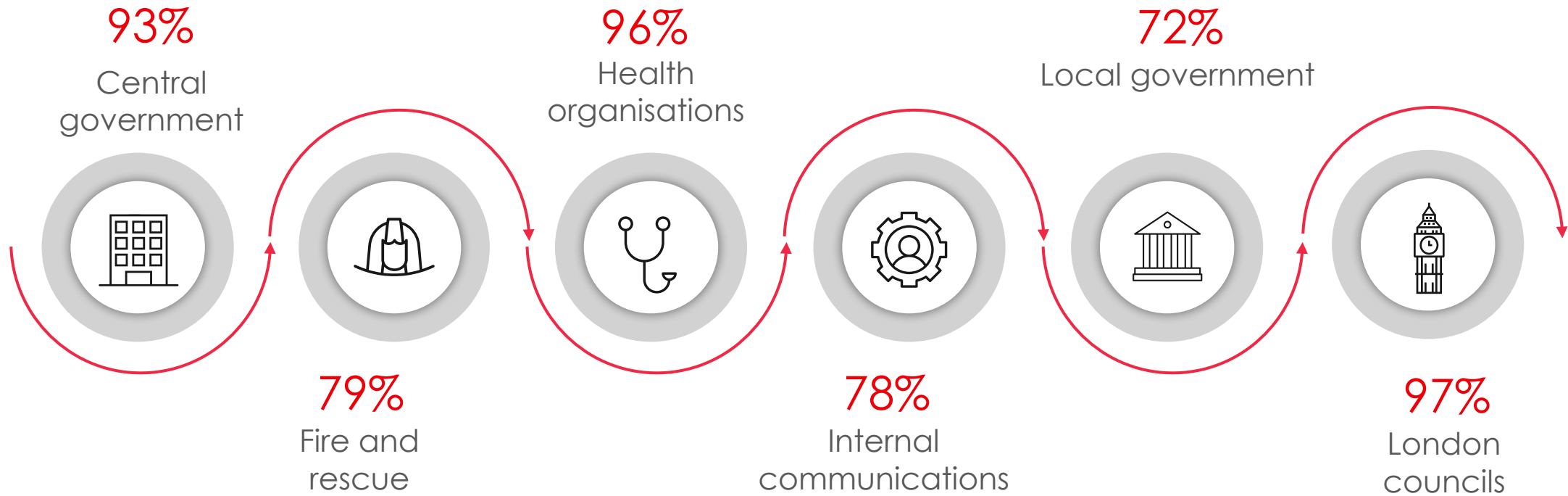
*Positive growth from your communication efforts!*



# Shift to Permission-Based Marketing

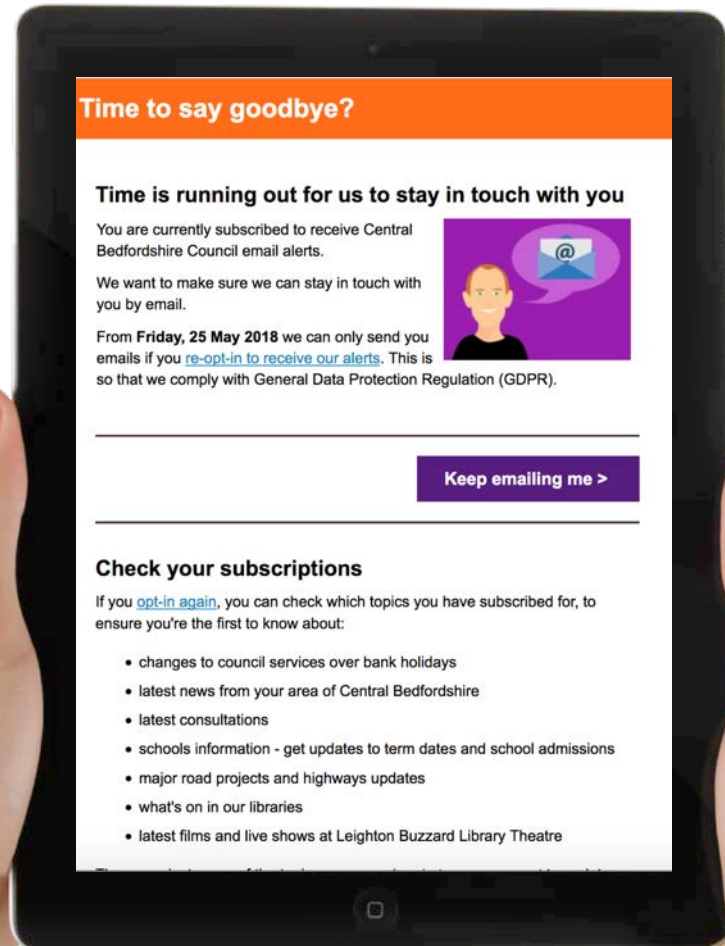


# GDPR: What Happened



Retained an average of **88%** of their subscriber base after GDPR.

# GDPR: What Happened



**1.5m+ people** opted in to other communications and became re-engaged.



They didn't just say 'yes please,' they said '**more please.**'



# The New Reality



Bad actors are waging targeted engagement campaigns fueled by misinformation



People engage and act on information from trusted sources.





# The Messenger Matters



Continue to  
Build Trust



Take  
Responsibility



Focus on  
Outcomes

The background is a blurred image of hands typing on a laptop keyboard. Overlaid on this are several semi-transparent digital graphics: a line graph with circular markers in the top left; a network diagram with nodes and connecting lines in the top right; a series of horizontal bars of varying lengths on the right side; concentric circles and dots in the bottom left; and a large, stylized circular graphic in the bottom right.

See It In Action

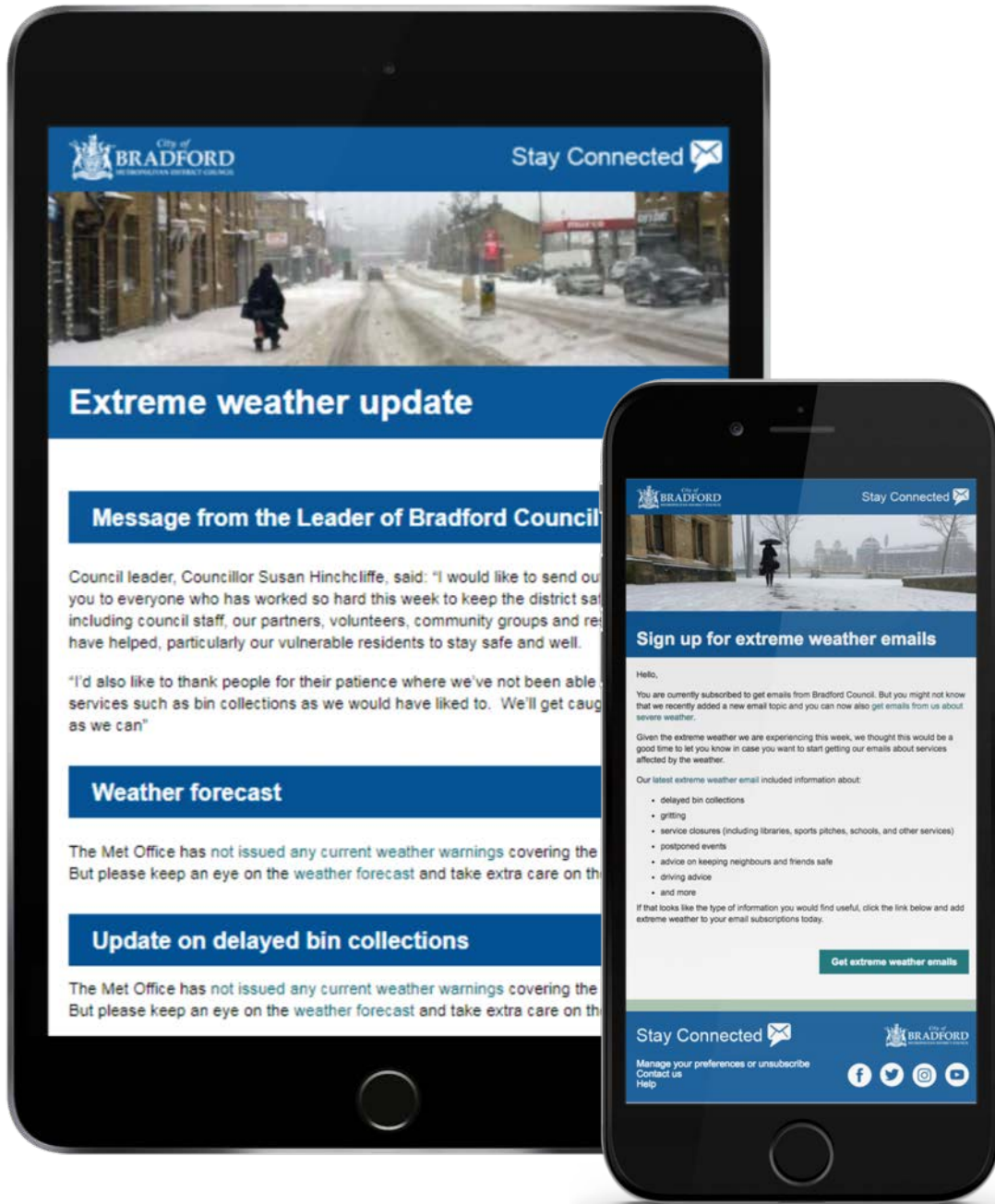


# Bradford Council

*The Trusted Source in a Time of Need*

Deployed a multi-channel comms approach to:

- Warn and inform residents of the impact of the weather
- Help make safe decisions and find a safe shelter







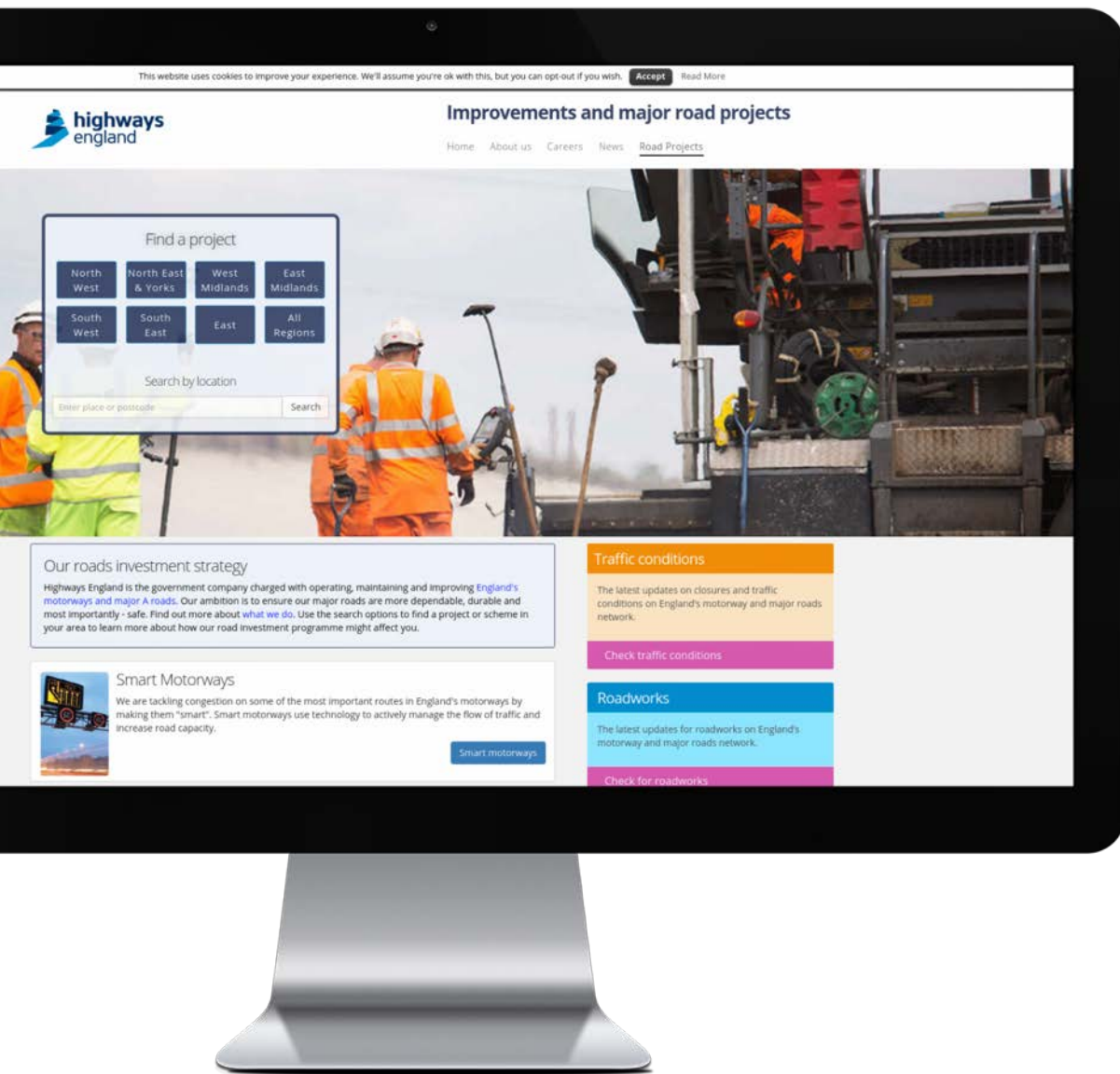
# Multi-channel communications

+400%



City of  
**BRADFORD**  
METROPOLITAN DISTRICT COUNCIL





# Highways England

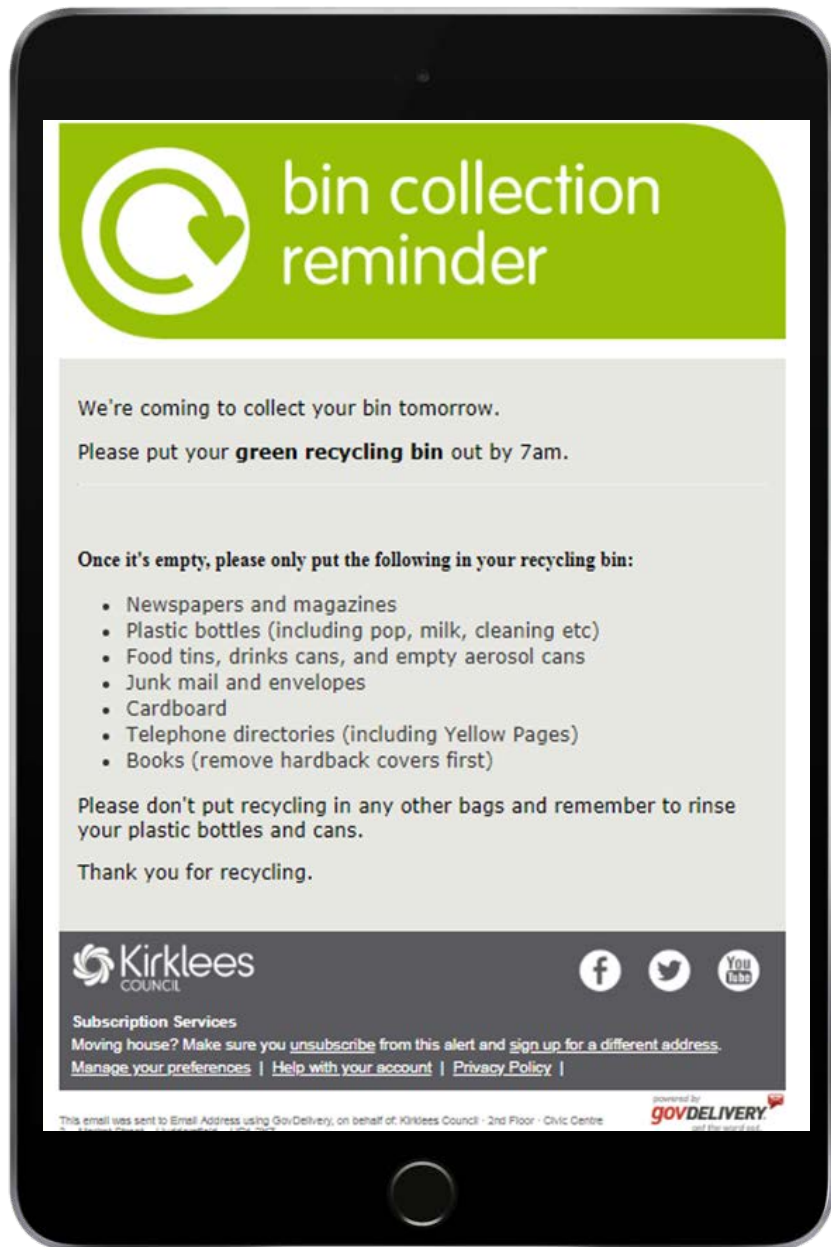
## *Stronger Relationships Through Listening*

Comms strategy opened up dialogue with road users across the country to bring valuable customer feedback.



**Two-way  
communications  
build relationships**






# Kirklees Council

*Proactive, Reliable  
Communications*

---

Targeted campaigns to  
educate residents and  
reduce the number of  
households contaminating  
their recycling bins



**75% reduced  
contamination in  
one targeted area**



# Leading the way



An aerial photograph of a city at dusk, with a network of white lines and glowing nodes overlaid on the image. The lines connect various points across the city, suggesting a global or interconnected network. The city lights are visible, and the sky is a mix of purple, orange, and blue. The text "Never Stop Innovating" is centered in the image.

Never Stop  
Innovating





Let's Take The  
Journey Together



A top-down view of a wooden desk. In the top left, a portion of a white keyboard is visible, showing keys for 'Strg', 'F10', 'Alt', and 'Enter'. To the left of the keyboard is a black tablet. Below the tablet is a black smartphone. In the center, a yellow sticky note is placed. To the right of the sticky note is a white cup of coffee with a saucer. At the bottom, a spiral-bound notebook is open, and a silver pen lies next to it.

Thank you!