



**THE COMMS AVENUE
CHAT WITH A COMMS PROFESSIONAL**

The Comms
Avenue

HIGHLIGHTS FROM TOSIN ADEFEKO'S SESSION

- ❖ My exposure to brands was gotten from many years of leading Strategic Communications, Brand Building Initiatives, Crisis Communications and Media Interventions for many leading global and local Corporates.
- ❖ Positioning should be your trajectory. See every interaction as an opportunity, be intentional and strategic about positioning and it will leave an impression on your prospective clients.
- ❖ Excellence is crucial in everything we do as Comms Professionals.



QUALITIES OF A GOOD COMMS PROFESSIONAL

- ❖ Be a self-starter. Nobody wants to deal with an unmotivated person. Be your motivation.
- ❖ Always be ahead of the curve. Get knowledge. Be curious enough to know something about everything.
- ❖ Research isn't a technical specialised skill. It is seeking out information from everywhere. You have to love research.



MANAGING CHALLENGES

- ❖ First, don't take more than you can handle.
- ❖ Ensure you keep every promise.
- ❖ Creativity is key to delivering any brief.



CHALLENGES YOU WILL PROBABLY FACE

- ❖ Time wasters, budgeting, creating pipelines of people or businesses that understand the need for Communications.
- ❖ Some businesses only feel the need to communicate when they are in crisis.
- ❖ Educating some clients that think PR is about being on newspapers and blogs
- ❖ Separating ownership from business can be challenging. Focus on ensuring that key people are trained and have the capacity to deliver at ownership level.



SKILLS

- ❖ Leadership skills cannot be over-rated. Decision making can make or mar your business.
- ❖ Strategy development. Seek how to sieve out businesses that require your service and the solutions you proffer.
- ❖ Networking is a job on its own. Don't take it for granted. Volunteering at industry events, business associations etc. is not a waste of time.

