

# [PDF] Communicating Projects: An End-to-end Guide To Planning, Implementing And Evaluating Effective Communication

Ann Pilkington - pdf download free book

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## **Description:**

**Review** 'The most importance task we face as communicators is to engage people in projects that they would otherwise avoid or play lip service to. In this essential book Ann Pilkington demystifies the hardest campaigns to get right in internal communication. If you want to know the difference between your sponsors, your

shapers and your schedulers and how to get them aligned; if you want to turn words into actions and values not behaviours - then this is the manual for you.' Marc Wright, Chairman, simplygroup

**About the Author** Ann Pilkington moved from a career in journalism into press and public relations with major blue chip companies including BT, The Automobile Association, The Woolwich and Barclays. She left Barclays to teach and pursue a freelance career in change communications on major programmes within the public sector. She subsequently co-founded PR Academy which provides education and training for communicators. She teaches across a range of courses that cover internal and external communication and continues to provide consultancy services. She is a chapter author in the text Exploring Internal Communication, which supports the CIPR qualifications. She holds a Masters in public relations from the University of Stirling.

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