CAMPAIGN PLANNING TRAINING FOR TEAMS

Campaign planning training using OASIS

A practical, in-person workshop that gets your team planning campaigns the same way, using a real organisational priority, Westco's OASIS framework, and hands-on public sector experience.

Delivered by Simon Jones, Executive Director of Communications

westco

ABOUT WESTCO

Westco: your public sector campaign planning experts

- A communications and marketing consultancy with deep roots in public sector strategy, campaigns and behaviour change.
- We bring hands-on experience of planning, delivering and evaluating real campaigns — not generic marketing theory.
- Our training is built around OASIS, the same practical planning framework we use in our own campaign work for clients.
- Trusted by councils, government bodies and public sector organisations for training that feels relevant, grounded and immediately usable.
- Wholly owned by Westminster City Council and part of the public sector communications landscape since 2003.



Since 2003

Specialists in public sector communications and campaign delivery

80+

public sector clients supported across England and Wales

Why teams need this — and why Westco

WHY THIS TRAINING MATTERS

✓ Public sector teams are under growing pressure to show measurable impact from communications, not just activity.

✓ Campaign work is often split across people and teams, with no shared planning language to work from.

✓ Tight budgets mean campaigns need to be right first time — grounded in evidence, not guesswork.

✓ Generic marketing training rarely reflects the political context, scrutiny and accountability of public sector delivery.

WHY WESTCO

✓ OASIS is the same framework Westco uses to plan and deliver its own client campaigns — tested, not theoretical.

✓ Led by Westco's Executive Director of Communications, with 15+ years at director level in public sector comms.

✓ The training is built around your own agreed priority, so your team leaves with a real, usable framework.

✓ Council-owned, with 80+ public sector clients supported across England and Wales since 2003.

“Westco’s approach was professional, credible and highly practical … what really stood out was his wealth of experience as both a senior journalist and a professional in local government. I would strongly recommend Westco to any local authority seeking to build its team’s communications skills.”

Feedback on Westco training — local government client

WHAT WE DELIVER

The OASIS campaign planning framework

One practical model, five disciplines — taken in order, from objective to evidence of impact.



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Objectives

Turn a priority into clear, measurable objectives.



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Audience insight

Understand the problem and the people who matter most.



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Strategy

Build the narrative, creative approach and campaign identity.



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Implementation

Plan channels, content and delivery with clear ownership.



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Scoring

Evaluate impact and use insight to optimise delivery.

HOW WE DELIVER IT

Built for teams. Built around your priority.



FORMAT

- One-day, in-person workshop (recommended) — or virtual, split across shorter sessions
- Small groups working together on a shared scenario, not passive lecture-style training
- Teaching, worked examples and structured group exercises at every OASIS stage
- Ends with a practical, reusable output your team can develop further



TAILORED TO YOU

- Built around a live or emerging organisational priority, agreed with you in advance
- A short scoping call to agree the priority, participant profile and relevant examples
- Exercises use your own priority throughout, so outputs are real, not hypothetical
- Follow-up support available to help develop the framework after the session

0 Objectives

WHAT'S COVERED

- The difference between aims/goals and SMART objectives — and why teams often confuse the two
- Setting objectives that link directly to evaluation and reporting from day one
- Using the awareness → engage → action → impact funnel to set objectives at every stage of the journey, not just the end result
- A worked example showing how a broad ambition becomes a measurable objective framework

PRACTICAL EXERCISE

Turn your agreed priority into a set of SMART, funnel-based objectives, in groups.

YOU'LL LEAVE WITH

A draft objective framework for the chosen priority.

A

OASIS MODULE 2 OF 5

Audience insight

WHAT'S COVERED

- Research methods: quantitative vs qualitative, and how to use data you already hold
- Defining the problem before defining the audience — objectives, policy context, service impact and political sensitivities
- A three-stage model for building audience insight: identify, understand (using the COM-B behaviour model), and target
- Segmentation approaches from traditional demographics to geodemographic tools and audience personas
- Stakeholder and partner mapping using an influence/interest grid

PRACTICAL EXERCISE

Define priority audiences and stakeholders, and build a simple persona.

YOU'LL LEAVE WITH

A clearer definition of the audiences and stakeholders that matter most.

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OASIS MODULE 3 OF 5

Strategy

WHAT'S COVERED

- Moving from “what are we sending out” to “why, how and to whom” — building a strategic proposition
- Two proven behaviour-change models: COM-B (Capability, Opportunity, Motivation) and EAST (Easy, Attractive, Social, Timely)
- Using COM-B to diagnose real barriers to action, and EAST to design a response that overcomes them
- Building a campaign identity: name, visual identity, tone of voice and consistency
- Narrative architecture: one overarching story, tailored into audience narratives, delivered through content pillars

PRACTICAL EXERCISE

Diagnose behavioural barriers and shape a campaign identity and narrative for the priority.

YOU'LL LEAVE WITH

An outline narrative and campaign proposition.

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OASIS MODULE 4 OF 5

Implementation

WHAT'S COVERED

- Planning content and channels across owned, earned, shared and paid activity
- Working with communities of interest and different types of influencers — local, special interest, commercial, filmed and user-generated
- Practical, platform-by-platform guidance on what performs where, from Facebook and LinkedIn to Instagram, TikTok and X
- Building a content calendar and delivery plan with clear ownership, budget, deadlines and sign-off
- Project tools and governance that keep delivery on track, including for hybrid and virtual teams

PRACTICAL EXERCISE

Build a channel and content plan for the priority audiences identified earlier in the day.

YOU'LL LEAVE WITH

Initial channel and content planning decisions.

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OASIS MODULE 5 OF 5

Scoring

WHAT'S COVERED

- Treating evaluation as a story with a beginning (context), middle (change) and end (outcome)
- The four stages of evaluation: testing, monitoring, optimisation and full evaluation
- Using simple A/B testing to refine creative and messaging during delivery
- Linking KPIs to each stage of the communications funnel — reach, engagement, action and outcomes
- Introducing the Government Communication Service (GCS) Evaluation Framework and digital analytics reporting

PRACTICAL EXERCISE

Build an evaluation framework that links directly back to the original objectives.

YOU'LL LEAVE WITH

An evaluation framework and a reusable planning template for future campaigns.

YOUR TRAINER

Led by Simon Jones

Executive Director of Communications, Westco

Simon has held senior local government communications and policy roles, and has worked at director level in public sector communications for more than 15 years. While leading communications at Hammersmith & Fulham, he oversaw a brand identity campaign that helped increase resident satisfaction by 25% over a 12-month period.

Before moving into the public sector, Simon was an award-winning journalist and editor, working on national titles in the UK and overseas.

He is a PRCA Fellow and a former Chair of LGcomms, the national professional development network for local government communicators, and serves as a judge for the Local Government Chronicle Campaign of the Year award.

WHAT TEAMS LEAVE WITH

- A shared understanding of the planning process across the whole team
- A worked OASIS framework built around a real organisational priority
- A common planning language and reusable template for future campaigns
- Greater confidence using audience insight and behaviour-change thinking
- Practical channel, content and evaluation plans, ready to develop further

CREDENTIALS

Broader Westco credentials



Since 2003

Public sector communications specialists



Council owned

Wholly owned by Westminster City Council



80+ clients

Supporting councils and public bodies across England and Wales



Full service

Strategy, campaigns, behaviour change, stakeholder engagement, media, digital and evaluation

INVESTMENT

Delivery options

RECOMMENDED

In person

From £2,695

plus VAT where applicable, plus trainer travel

A one-day workshop delivered at your offices. Recommended because the course is designed to strengthen team working through collaboration, shared problem-solving and hands-on group exercises.

FLEXIBLE

Virtual

From £1,995

plus VAT where applicable

A one-day virtual workshop, or split across two or three shorter sessions to support concentration, participation and practical exercises.

A short pre-session scoping call is included in both options, to agree the priority area, participant profile and any examples or exercises that would make the training most relevant to your organisation.

Ready to build your team's campaign planning skills?

Contact simon@westcocommunications.com

Thank you

For more information, get in touch with

Simon Jones, simon@westcocommunications.com

Visit us at westcocommunications.com

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