

THE MEASUREMENT PRACTICE

Is your measurement programme fit for purpose?

Good measurement should provide relevant and actionable information to support your communications efforts and business goals. It should be helping you understand the effectiveness and impact of your strategy and campaigns. Media analysis can provide invaluable competitor analysis to inform your messaging, and identify the strength of your reputation.

Can your measurement programme deliver more?

The Measurement Practice Healthcheck service provides a rapid, independent and cost effective audit of your measurement programme, undertaken by a team of highly skilled and experienced communications research practitioners.

Programme overview

The TMP measurement programme audit comprises four elements:

1. Identification and review of measurement programme objectives against your business & communications goals
2. Review of existing measurement & research reports
3. Assessment of current supplier delivery and service, against original goals and expectations
4. Preparation of a full report, including programme audit results and recommendations for enhancing the future value of the measurement programme

The audit

- Measure degree of alignment of data to stakeholder and business needs
- Methodology evaluation
- Scoring and analysis robustness
- Accuracy and consistency of data
- Suitability and insight of reports, including content and formatting

Your report

A full report will be provided, covering the strengths and weaknesses of the current programme, and also including recommendations for ensuring ongoing measurement success.

The Measurement Practice can provide further ongoing reviews and support to ensure maximum value is being delivered from the measurement programme.

Your HealthCheck report can be provided within 7 working days of commissioning.

More information

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