

HOW TO ENGAGE CONSUMERS

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Planning

Opportunities

Working together

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1

ENGAGE AT THE START

Engaging with consumers can lead to networking and partnership opportunities. Their experiences and ideas can positively impact your project or research goals.

2

RECRUIT

- How will you recruit consumers?
- What consumer networks will you reach out to?

3

SKILLS AND EXPERIENCE

- What skills do you need?
- What experience and expertise are you seeking?
- What networks and possible partnerships are you looking for?
- What demographics?

4

CONSUMER NETWORKS

Understand consumers are often involved in many projects in the community.

Consumers can offer marketing and awareness of the project and research.

5

MANAGE IDEAS

Manage ideas and considerations from the consumer just as you would any other member of the project.

Are you prepared to shift your project ideas and objectives with new insights and information? Plan accordingly.

6

COMMUNICATIONS

- Plan and develop a consumer and network communication strategy with the project team and consumer.
- Consumers can share key organisations to disseminate information and content.