

CECP COMMUNICATIONS AUDIT SERVICES



	Type	Essential Services	Advanced Advisory	Number of companies reviewed	Sources	Indicators used	Typical project length	Final product
1	Mini Audit	X		Company only	Corporate Responsibility (CR) webpage and 1-2 other sources	6	1 week	Phone call, with accompanying email summarizing suggested areas of focus, links to best practice examples
2	Website Side-by-Side	X		Company plus 2 others	Review of CR webpages	15	2 weeks	Phone call, with accompanying email summarizing suggested areas of focus, link to best practice examples
3	Internal Comms Assessment and Benchmark	X		Company only	Survey of areas of excellence in internal communications, mapped against a benchmarking tool	17	2 weeks	Phone call, with accompanying email summarizing suggested areas of focus
4	Multi-Channel Side-by-Side		X	Company plus 2 others	Review of social media, websites (CR and media pages), CSR reports, news channels	30	2-3 months	PPT deck with main assessment slide and 5-10 slides showing best practices, deep-dive information on opportunity areas.
5	Purpose Communications Assessment		X	Company plus 2 others	News channels	16	2-3 months	PPT deck with overall purpose communications assessment.