



# Exploring Business

## Effective Business Communication

### Evaluating Communication Methods

For businesses to communicate in the most efficient way possible, they must decide on the method or methods of communication that best suit their needs.

The four businesses featured in the programme mentioned several communication methods they use to share their messages externally. Research the pros and cons of the communication method stated next to each business and evaluate whether you believe it is a suitable method of communication for that business. If yes, describe your reasons for thinking so. If no, suggest a preferable method of communication and argue why your method would be more effective.

**London & Continental Railway:** public relations consultants

Advantages	Disadvantages

Evaluation:

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**GrazeAway:** presentations and workshops

Advantages	Disadvantages

Evaluation:

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**Redwings:** social media

Advantages	Disadvantages

Evaluation:

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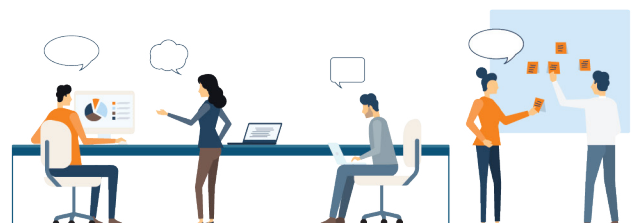
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**Flight Centre:** email campaigns

Advantages	Disadvantages

Evaluation:

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