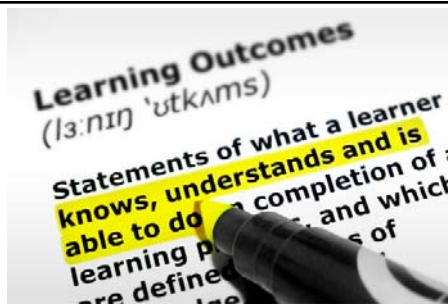


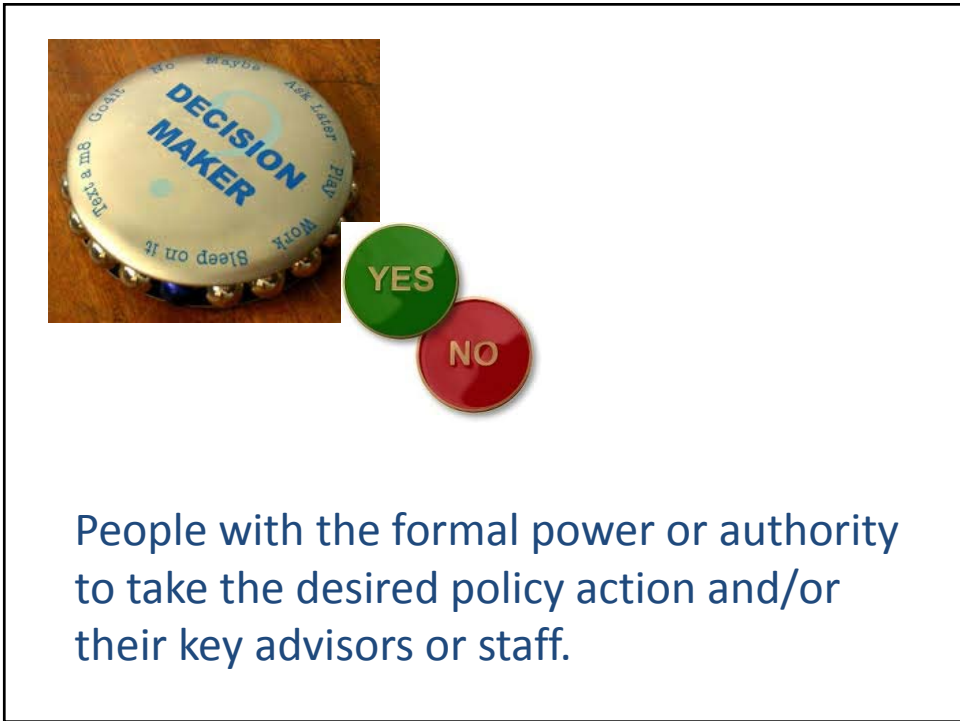
## Regional Course on Communication and Advocacy for Agricultural and Rural Statistics

20 – 24 April 2015  
Beijing, China

### Advocacy Strategy: Identify Decision- makers and Influencers



- Identify key decision-makers and influencers
- Target advocacy goals to appropriate decision-makers







Group Exercise: For your advocacy goal,  
**WHO ARE THE KEY DECISION-MAKERS AND THEIR INFLUENCERS?**

