

# Advocacy and Communications Strategy Plan Framework – An Overview

27 June – 1 July , 2016  
Daejeon, Republic of Korea



## Strategy Preparation

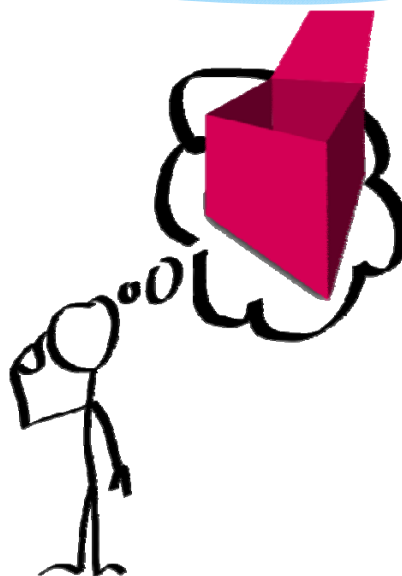
- \* Global Strategy outcomes require communication
- \* As with other communications, a strategy does not have to be complex
- \* Who is working on the Global Strategy in your country now?
  
- \* *By the end of this module, you should have the foundation and frame of GS communications strategy or plan*

# Elements of a communication strategy: The basics

1. Determine goal (vision or mission statement)
2. Determine objectives
3. Identify target audiences
4. Create messages
5. Identify communications channels (methods)
6. Evaluate success (monitoring and evaluation)
7. Create an action plan

## Other elements

- Statement of purpose
- Opportunities and risks
- Roles and responsibilities
- Assessment of resources (budget)
- Branding or visual identity
- Priority actions





## Asia Pacific Communications Strategy and Country Strategies

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|---------------------------------------|-----------------------------------|
| 1. Introduction                       | 1. Goal                           |
| 2. Goal and objectives                | 2. Objectives                     |
| 3. Target Audiences                   | 3. Scope, opportunities and risks |
| 4. Key Messages and Delivery Channels | 4. Target Audiences               |
| 5. Visual Identity and theme          | 5. Key Messages                   |
| 6. Priority actions                   | 6. Delivery channels              |
| 7. Action Plan                        | 7. Branding                       |
|                                       | 8. Roles and Responsibilities     |
|                                       | 9. Monitoring and Evaluation      |
|                                       | 10. Action Plan                   |

Thanks!

