

Communications Strategy: Goal and Objectives

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



Stating your goal

- * Summarize the context in which you need communications
- * Base your goal on the initiative or programme you are implementing

Stating your goal

- * What programme, project or issue is important for you to communicate right now?
- * Who is most affected by the programme, project or issue (who are your stakeholders?)
- * Who makes decisions about the programme, project or issue?
- * What tangible outcomes would you like see through a communications effort, i.e. see, hear or have in hand that would let you know you are making progress?



Goal and objective: what is the difference?

Goal

A long term aim you want to accomplish: a brief statement indicating an outcome reached over a specific time period

Objective

A specific, measurable action that can be completed after a number of steps



Goal or Objective?

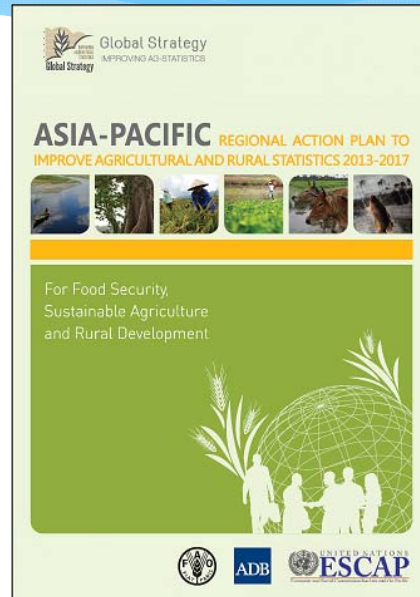
Replicate and scale up innovation in agricultural statistics production through initiation and strengthening of regional platforms and partnerships

Stating your objectives

- * Focus on what you can accomplish in terms of capacity, funding and timeframe
- * Concrete actions, clearly stated
- * Number can vary, but make it manageable: no more than five
- * Recall the objectives of the programme, and of your agency/organization

Communications goal of the Global Strategy in Asia-Pacific:

1. *Increase awareness of the need for rigorous and effective agricultural and rural statistics systems as a means to address emerging needs in relation to the Millennium Development Goals and food, environment and natural resources security.*
2. *Heighten cooperation between stakeholders to enhance capacity for statistical systems development and achieve the Global Strategy's three pillars.*

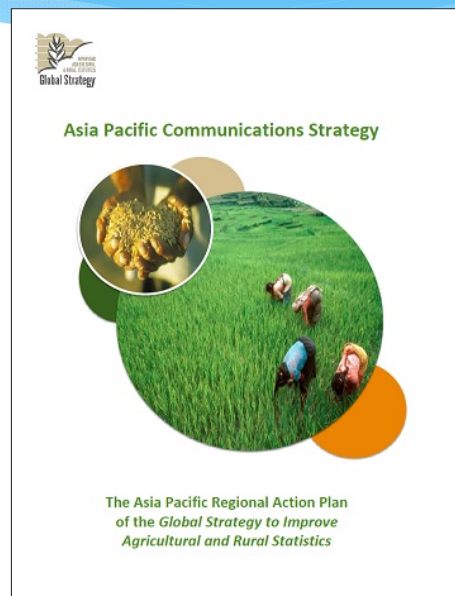


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Communications objectives of the Global Strategy in Asia-Pacific

1. **Visibility and Dialogue:** Build and Asia Pacific communications network of partners and beneficiaries that encourages regular participation and reporting of Global Strategy efforts through frequent engagement via targeted messages and products.
2. **Knowledge sharing and impact:** Devise a suite of Asia Pacific focused media materials, publications and events which lead to enhanced outreach, knowledge sharing and overall development in relation to the Global Strategy.



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Thanks!

