

Communications Strategy: Key Messages

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Your audience will be diverse. Your messages must be tailored to this diversity to achieve maximum impact



Key messages should...

- * Be tailored to individual audiences and delivered through channels best place to reach that audience
- * *Serve as a “call to action” to audiences, encouraging them to participate in and contribute to your work*
- * Encourage your audiences to champion your initiative/program

Better targeting

- * Think of your objective
- * Think of your audience, and what will spur action
- * Organize according to each objective: include audience and delivery method
- * Also: timing, or other indicators such as who is responsible



Asia Pacific Strategy Table

Objective 1: Build an Asia Pacific communications network of partners and beneficiaries that encourages regular participation and reporting of Strategy efforts			
Audience	Message	Primary delivery channels	Timing
Program			
Invested	The Asia Regional Action Plan is fostering success through its strong mandate and the participation and collaboration of its diverse group of stakeholders.	Newsletter	Bi-monthly
		Website	Weekly (updates)
		Short films	At scheduled events
		Reports	As scheduled
Associative			
Objective 2: Devise a suite of Asia Pacific focused media materials, publications and events, which lead to enhance outreach, knowledge sharing and overall development			
Program			
Invested			

Thanks!

