

Communicating the IdCA and SPARS Why is it important?

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The Basics

- * Communication is a source of information
- * Communication promotes motivation
- * Communication helps alter or improve an individual or group's attitudes
- * Communication helps in socializing – coming together for a shared experience
- * Communication helps in the function of management

The Specifics: Global Strategy, IdCA and SPARS

- * Exposition – not everyone knows the GS, IdCA and SPARS and their purpose
- * Collaboration – promotes further cooperation with other agencies, partners
- * Reporting – record of GS work in the country. Establishes IdCA and SPARS as statistics foundations and shows funders completed work
- * Momentum – shows forward progress, encourages further input and next steps

How to get started

- * Here!
- * Identify a comms principal or team
- * Construct a strategy or action plan
- * Start thinking about activities and products



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Always remember....



- * Communications is not an afterthought
- * Integrate it into every Global Strategy action
- * Consult an expert
- * Consider your audience
- * Keep it simple, direct

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Thanks!

