

# Communications Strategy: Target Audiences

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*Communications should aim to reach people of influence who can bring about change.*



# Audience basics

*Be specific: different audiences will have different levels of influence, participation and impact on your initiative or program.*

Audiences are often differentiated by:

- Their participation in or relationship to the initiative
- Their awareness and understanding of the initiative
- Their ability to affect change
- The motivations and/or barriers to accepting information
- The channels of communication



# Global Strategy Target Audiences

- \* Line ministries
- \* Implementing partners (FAO, SIAP, ADB)
- \* Donors/Foundations (DFID, Gates)
- \* Potential donors
- \* NGOs
- \* Research and training institutions
- \* Regional organizations (ASEAN, SPC, etc..)
- \* Multilateral institutions: (World Bank, IMF, WFP, etc..)
- \* Government (GIZ, JICA, KOICA, etc..)
- \* Universities



# Segment your audience

## Three categories

1. **Primary (Program) Audience** – *Direct partners with the Global Strategy responsible for implementing program policies and activities.*
2. **Secondary (Invested) Audience** – *Partners and potential donors that have direct interest in the strategy and its outcomes.*
3. **Tertiary (Associative) Audience** – *Individuals or institutions that have direct or related interests in the Strategy's work and goals and whose involvement will increase progress and success.*



# Global Strategy Audience Table

<b>Program Audience</b>	<b>Who they are</b>
Direct partners with the Asia Pacific program responsible for implementing program policies and activities	<ul style="list-style-type: none"><li>• National statistics offices</li><li>• Line Ministries (Agriculture, Forest and Fisheries, Natural Resources, etc..)</li><li>• Ministries of Finance and Planning</li><li>• Implementing partners: FAO, SIAP, ADB</li></ul>
<b>2. Invested Audience</b>	<b>Who they are</b>
Donors and potential donors that have direct interest in the Strategy and its outcomes	<ul style="list-style-type: none"><li>• Bill and Melinda Gates Foundation</li><li>• UK Department for International Development (DFID)</li></ul> Potential donors: <ul style="list-style-type: none"><li>• Government: GIZ, JICA, KOICA, Sida, USDA, etc..</li><li>• Regional organizations: ASEAN, SPC, SAARC</li><li>• Multilateral institutions: World Bank, IMF, UNDP, WFP, etc..</li></ul>
<b>3. Associative Audience</b>	<b>Who they are</b>
Individuals and institutions that have direct or related interests in the Strategy's work and goals and whose involvement will increase its progress and success	<ul style="list-style-type: none"><li>• Research and training institutions</li><li>• Universities</li><li>• NGOs</li><li>• Private sector</li></ul>



# Thanks!

