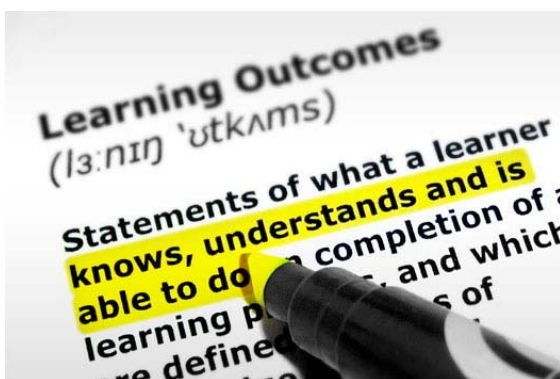


Advocacy Strategy: Identify Decision-makers and Influencers

Regional Training Course on Agricultural Cost of Production
Statistics, Communication and Advocacy for Statistics
26– 30 June 2017, Daejeon , Republic of Korea



- Identify key decision-makers and influencers
- Target advocacy goals to appropriate decision-makers



3. Who are the **decision-makers** and the people who **influence** them?



People with the formal power or authority to take the desired policy action and/or their key advisors or staff.

Group Exercise: For your advocacy goal,

WHO ARE THE KEY DECISION-MAKERS AND THEIR INFLUENCERS?

Connections

