

GLOBAL PARTNERSHIP *for* EDUCATION

# COMMUNICATIONS STRATEGY

*Charles Tapp, Secretariat*

# For decision



# Why bother?



Education falling off the global development radar

No coherent education sector communications campaign: leadership is needed

Research showed people could not name single leading organisation in education sector

Need to build on rebranding and replenishment

# Aims

1. Developing a new voice

2. Engaging and promoting collaboration with all partners



# Developing a new voice



Developing a new voice



Developing a new voice



Simplify communication materials and highlight successes

Developing a new voice



Consistent strong, clear message

Developing a new voice



TAGLINE
“quality education for all children”

Engaging and promoting collaboration with all partners



Leverage knowledge of all stakeholders, especially at country level

## Engaging and promoting collaboration with all partners



# Engaging and promoting collaboration with all partners



# Engaging and promoting collaboration with all partners



# Engaging and promoting collaboration with all partners



# AIMS (recap)

## Developing a new voice

•Leading the charge
•Tone a mix of hard-headed advocate and global statesman for education
•Simplify communication materials and highlight successes
•Consistent strong, clear message

Tag-line:
*"quality education for all children"*

## Engaging and promoting collaboration with all partners

•Leverage knowledge of all stakeholders, especially at country level
•We will fully support the larger Global Partnership
•Knowledge-sharing
•Website "site of excellence" for education
•Support internal communications



# We've been busy since:



# Implemented re-branding across all communications



# Produced new branding and positioning video



# Developed a new branding style guide

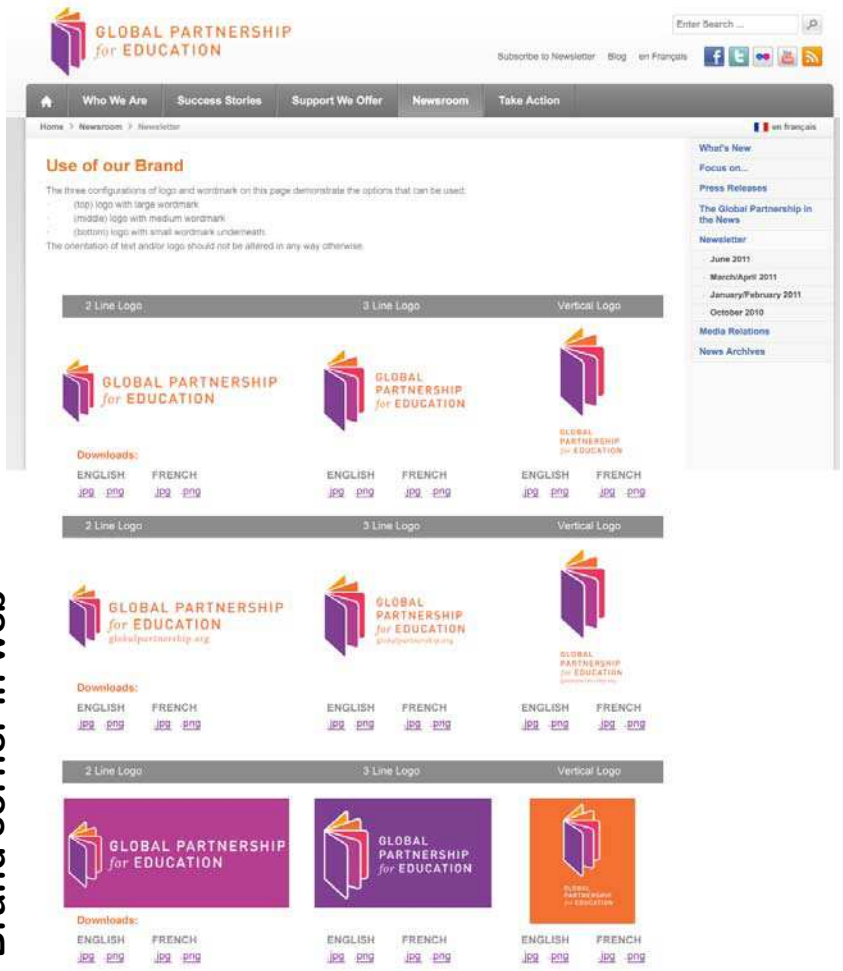
Use of logo

## BACKGROUNDS

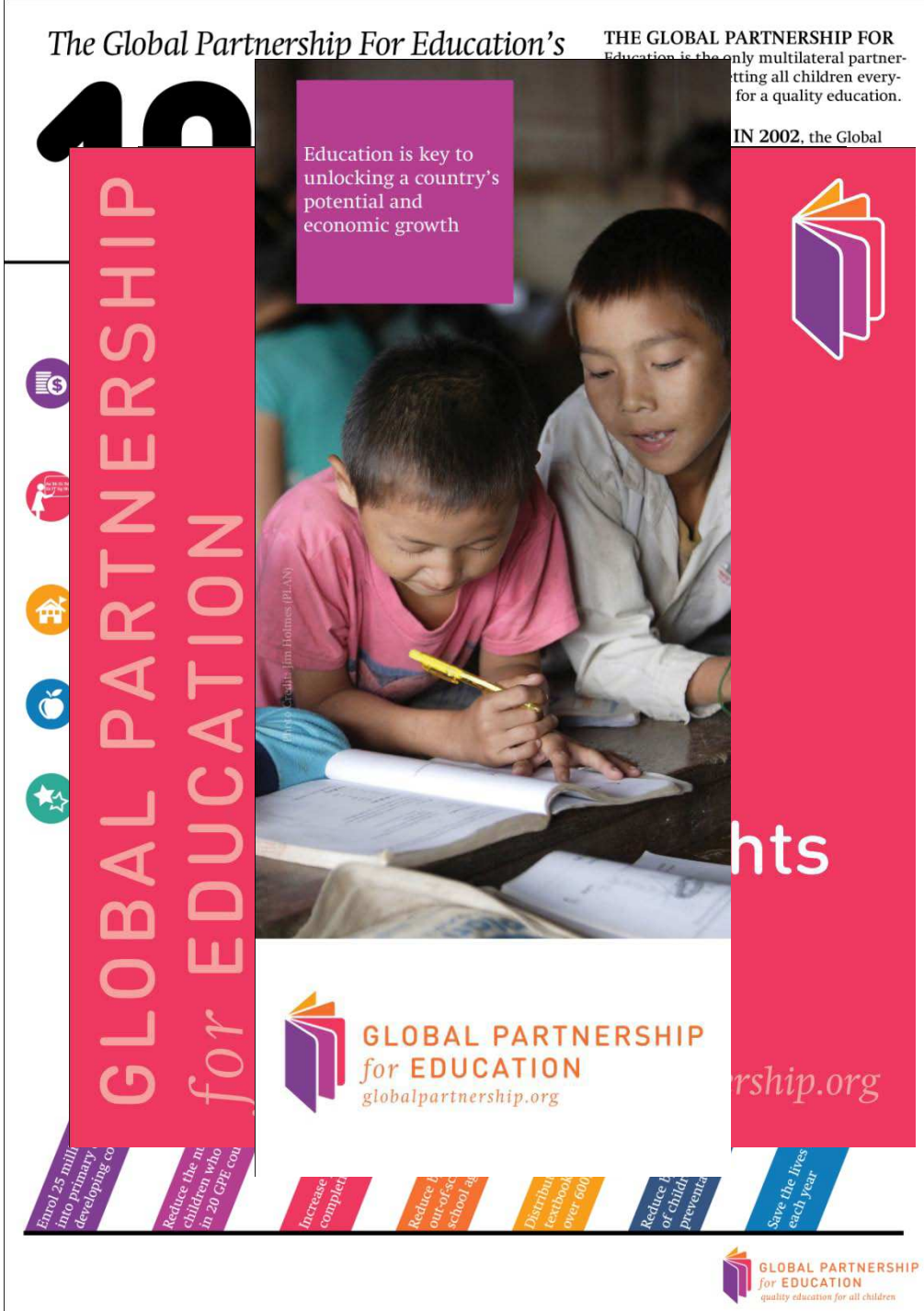
The logo should appear on a limited selection of background colors. These include colors found in the logo itself, white, black and gray.




Brand corner in web

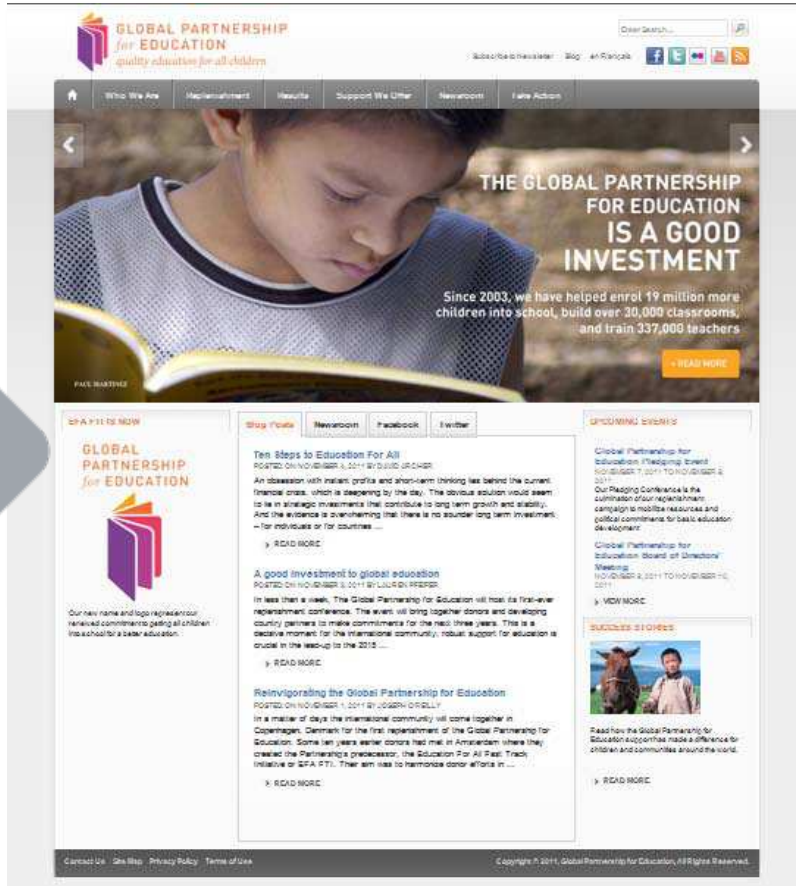


# Fully supported the replenishment process



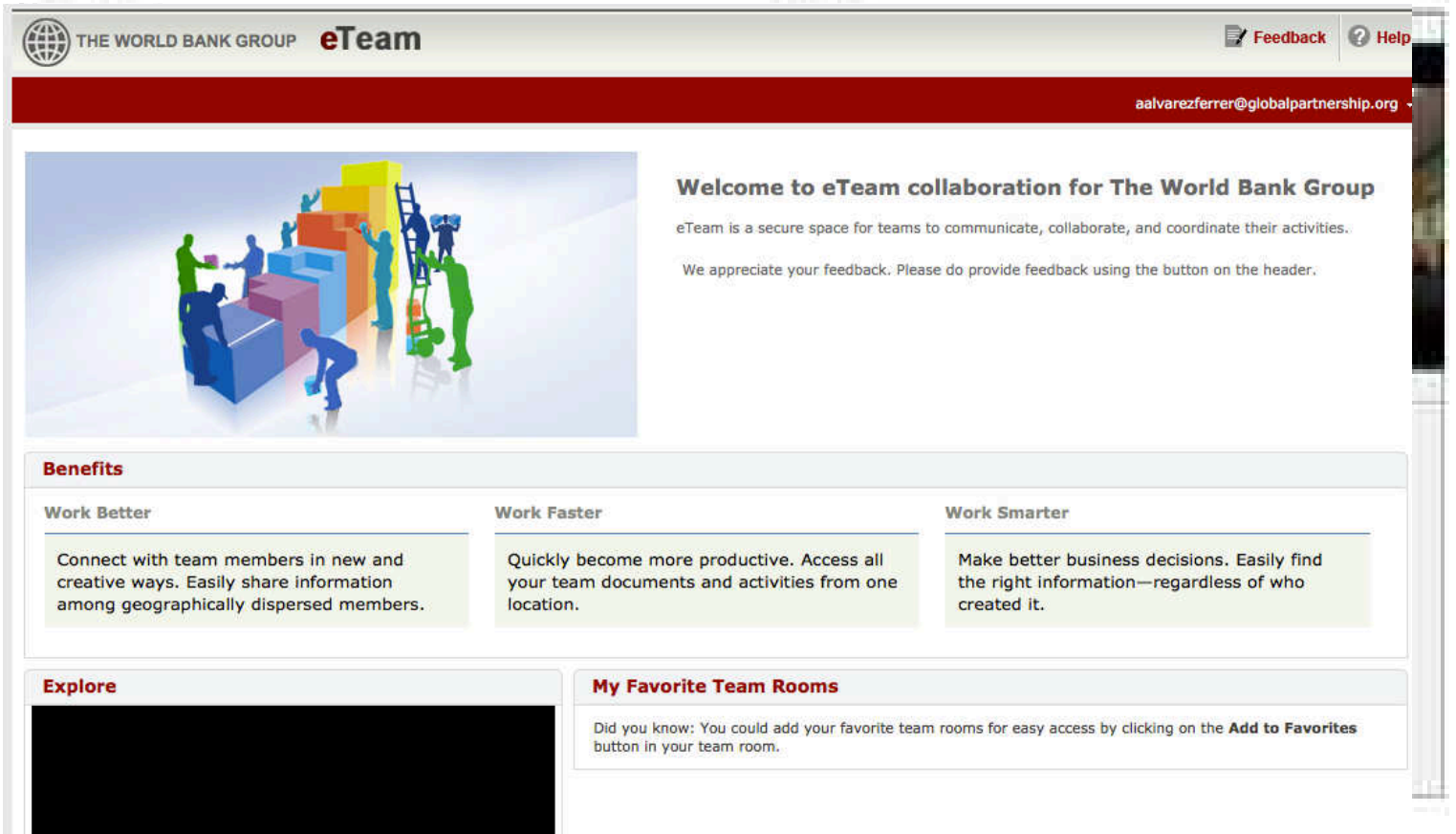
# Upgraded the website look, feel, and voice for a new strength in clarity and content



# Explored technical options and developed a plan for online collaboration platforms to encourage knowledge-sharing among partners

Adobe Connect
SharePoint



# Developed and implemented a social media plan





# Developed and implemented website content management protocols

Audited and reviewed the website's technical needs and developed a draft plan to upgrade the current content management system

# Key Goals in Coming 18 months

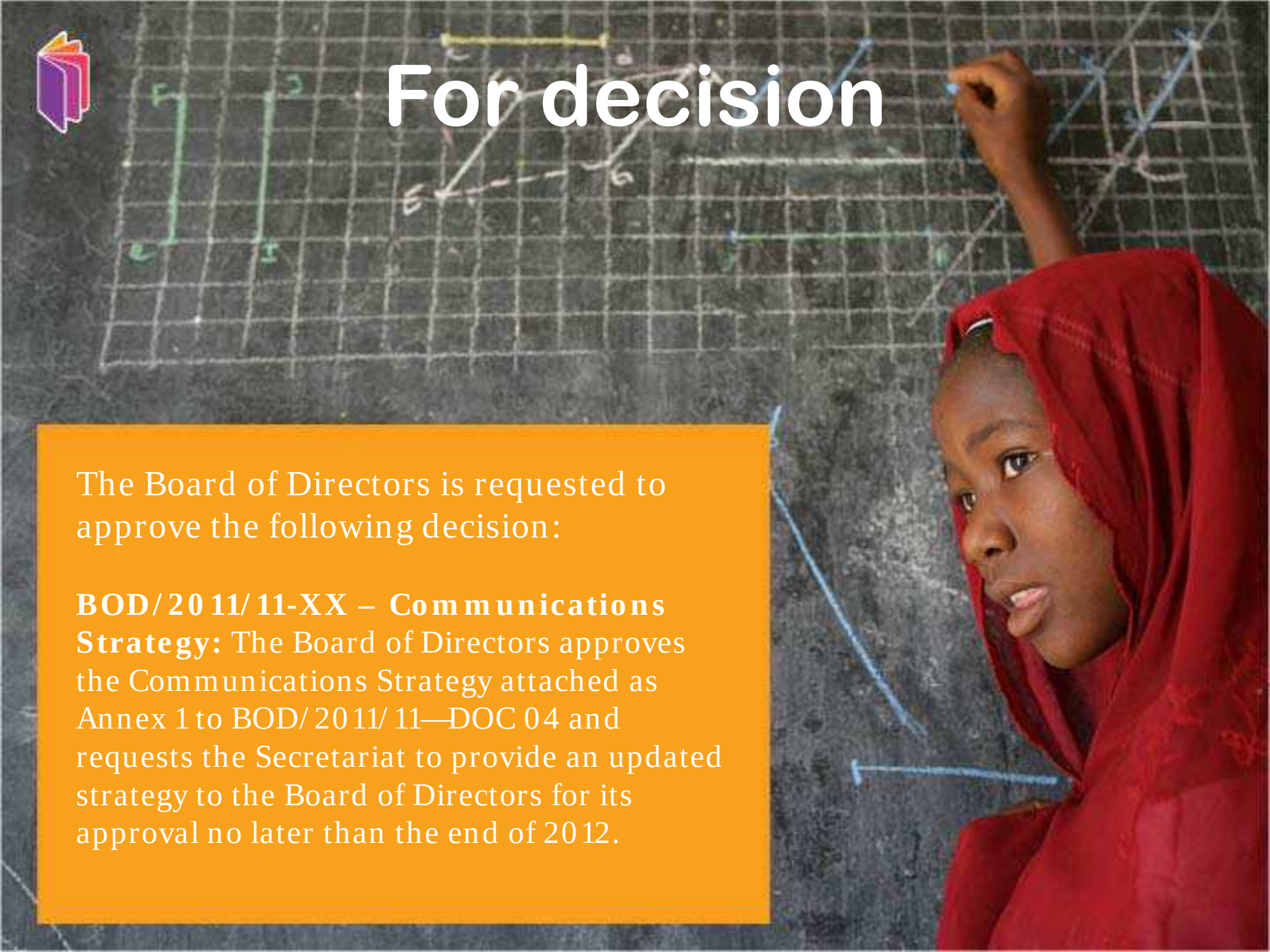


- Develop and implement robust post-replenishment **media outreach strategy**
- Establish **web-based collaboration** tool for **knowledge sharing** across the Partnership
- Country-specific **media and lobbying plans**
- Website **restructure** and **redesign**
- Run a Partnership **"knowledge fair"** in May 2012
- Develop and implement a major, **global public campaign** in support of education
- Plan and implement **G8 and G20 outreach**

# The Audience



# For decision



The Board of Directors is requested to approve the following decision:

**BOD/2011/11-XX – Communications Strategy:** The Board of Directors approves the Communications Strategy attached as Annex 1 to BOD/2011/11—DOC 04 and requests the Secretariat to provide an updated strategy to the Board of Directors for its approval no later than the end of 2012.

# Next Steps

- Finalise staffing requirements and recruit
- Establish knowledge-sharing platform for Global Partnership (with Microsoft?)
- Start planning for website restructure



... and just get on with it.



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