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

Leading the charge
Developing a new voice

Tone a mix of hard-headed advocate and global statesman for education
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”
Leverage knowledge of all stakeholders, especially at country level

Engaging and promoting collaboration with all partners
We will fully support the larger Global Partnership.
Engaging and promoting collaboration with all partners
Engaging and promoting collaboration with all partners

Website “site of excellence” for education
Engaging and promoting collaboration with all partners

Support internal communications
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: AUGUST
Implemented re-branding across all communications
Produced new branding and positioning video
Developed a new branding style guide

**BACKGROUNDS**

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

*Images of logos in different colors and orientations.*
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.
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
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.
GLOBAL PARTNERSHIP for EDUCATION

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www.globalpartnership.org