



**Economic and Social
Council**

Distr.
GENERAL

TRADE/CEFACT/2003/10
28 February 2003

Original: ENGLISH

ECONOMIC COMMISSION FOR EUROPE
COMMITTEE FOR TRADE, INDUSTRY AND ENTERPRISE DEVELOPMENT
Centre for Trade Facilitation and Electronic Business (UN/CEFACT)

Item 9 of the provisional agenda
Ninth session, 12 – 13 May 2003

**DRAFT WORK PLAN FOR THE DEVELOPMENT
OF A UN/CEFACT PROMOTION AND COMMUNICATION PLAN**

Submitted by the UN/CEFACT Promotion and Communication Group *

* * *

* The present document is submitted in the form in which it was received by the secretariat.

Background

1. At its May 2002 session, the Plenary established a Promotion and Communications Group (PCG) and approved its Terms of Reference. The Group is intended to give the Centre a new approach and momentum in an area where it has not been as effective as it would wish.
2. Working with the UNECE secretariat, the PCG will:
 - develop effective and consistent promotion and communication (P&C) strategies and policies;
 - stimulate and oversee the production of P&C materials,
 - ensure widespread and effective dissemination of information promoting the Centre's accomplishments and work programme; and
 - periodically assess the implementation of the Centre's Recommendations, guidelines and products
3. At its October 2003 meeting, the UN/CEFACT Steering Group (CSG) highlighted the necessity of developing a comprehensive communication strategy including the definition of audiences, preparation of guidelines on how to communicate the message of UN/CEFACT, and preparation and dissemination of standard information material for all communications on UN/CEFACT's work and products.
4. The CSG decided to finalize the mandate and programme of work of the Promotion and Communication Group for review at its meeting in February 2003.
- 5 A secretariat member was appointed as a focal point to the PCG.

Work Plan

This work plan contains three different phases:

Phase 1: Definition of the objectives and needs

In the first phase, the basic concepts for the development of the communication plan should be defined and clarified. The objectives of the communication strategy should be defined. Products and ideas that could be promoted should be identified and analysed. The target audience should be identified.

In order to accomplish the goals of the first phase, it is essential that all CSG members actively participate in the analysis and identification of the products and ideas that should be promoted.

Consequently, a questionnaire on the basic requirements for developing a communication plan has been prepared and distributed among CSG members attending the February 2003 meeting. The PCG will assess the results, and a promotion and communication plan will be prepared.

The PDG will proceed with the remaining two phases after a clear definition and agreement on the basic issues dealt with in the first phase.

Calendar:.....

Phase 2: Preparation of the Communication Plan

The communication plan will define the objectives which should be promoted, the anticipated audience, key promotional messages, how and when messages will be promoted and other key aspects of the communication strategy.

A draft Communication Plan outline will include the following points:

- 1.- Situation: General scenario and reasons for the development of the Plan
- 2.- Definition of objectives of the Plan:
 - Analysis of competitors (brand relevance, offer, promotion policies, etc.);
 - Analysis of what should be promoted (strengths and weakness; opportunities and threats)
 - Definition of the specific objectives of the Plan
 - Definition of priorities

3.-Communication strategy

- Definition of the audience(s) targeted (segmentation and size of the audience, and benefits for the audience from our product)
- Definition of the specific targets of the promotion (definition of the key messages, identification of the information that will be communicated)
- Identification of the tools and communication channels of the promotion
- Identification of the specific actions to be conducted (including standard material for presentations and other promoting activities)

4.- Action Plan

- Calendar for the development of tools and communication techniques
- Identification of responsibilities
- Identification of financial requirements

5.- Evaluation

- Measurement of the results of the program
- Identification of the calendar of revisions

Calendar:

Phase 3: Implementation of the Communication Plan

The third phase will begin after approval and adoption of the Promotion and Communication Plan. It will essentially develop the promotion and communication strategy of UN/CEFACT, as defined in this Communication Plan.

Calendar:

QUESTIONNAIRE ON THE BASIC REQUIREMENTS TO DEVELOP A UN/CEFACT PROMOTION AND COMMUNICATION PLAN

At its October 2003 meeting, the UN/CEFACT Steering Group (CSG) highlighted the necessity of developing a comprehensive communication strategy including the definition of audiences, preparation of a set of guidelines on how to communicate the message of UN/CEFACT, and the preparation and dissemination of standard information material for all communications about UN/CEFACT's work and products.

In order to develop this strategy, a UN/CEFACT promotion and communication plan will be prepared. The basic concepts of this plan will include:

- ◆ the objectives of the communication strategy
- ◆ a definition and analysis of products and ideas that should be promoted, and
- ◆ a definition of the target audience. .

It is essential that all CSG members actively participate in the analysis and identification of the products and ideas that should be promoted.

The questionnaire below has been prepared in order to define and establish a consensus by CSG members attending the February 2003 meeting on the basic requirements to elaborate a promotion and communication plan.

It would be greatly appreciated if you could fill in the following questionnaire and return it, as soon as possible, to Mario Apostolov from the UNCEFACT Secretariat.

Name of respondent:

.....

Area of work in UNCEFACT:

.....

DEFINITION AND ANALYSIS OF THE PRODUCT TO BE PROMOTED

What product(s) do we want to promote?

- UN/CEFACT as a whole
- the ebXML project
- UN/CEFACT Recommendations
- UN/EDIFACT
- Trade Facilitation
- Others.....
-
-

What are the main opportunities (? do you mean benefits rather than opportunities?) offered by the specific product/s?

Product 1:

- 1.-.....
- 2.-.....
- 3.-.....
- 4.-.....
-
-

Product 2:

- 1.-.....
- 2.-.....
- 3.-.....
- 4.-.....
-
-

Product 3:

- 1.-.....
- 2.-.....
- 3.-.....
- 4.-.....
-
-

What are, in your opinion, the main problems/drawbacks/limitations of the specific product/s?

Product 1:

- 1.-.....
- 2.-.....
- 3.-.....
- 4.-.....
-
-

Product 2:

- 1.-.....
- 2.-.....
- 3.-.....
- 4.-.....
-
-

Product 3:

- 1.-.....
- 2.-.....
- 3.-.....
- 4.-.....
-
-

What similar products exist?

Product 1:

- 1.-.....
- 2.-.....
- 3.-.....
- 4.-.....
-
-

Product 2:

- 1.-.....
- 2.-.....
- 3.-.....
- 4.-.....
-
-

Product 3:

- 1.-.....
- 2.-.....
- 3.-.....
- 4.-.....
-
-

What are the differences of the specific product/s and the existing similar ones?

Product 1:

- 1.-.....
- 2.-.....
- 3.-.....
- 4.-.....
-
-

Product 2:

- 1.-.....
- 2.-.....
- 3.-.....
- 4.-.....
-
-

Product 3:

- 1.-.....
- 2.-.....
- 3.-.....
- 4.-.....
-
-

What is the most important quality/characteristic of the specific product/s that you think should be highlighted?

Product 1:

- 1.-.....
- 2.-.....
- 3.-.....
- 4.-.....
-
-

Product 2:

- 1.-.....
- 2.-.....
- 3.-.....
- 4.-.....
-
-

Product 3:

- 1.-.....
- 2.-.....
- 3.-.....
- 4.-.....
-
-

DEFINITION OF THE SPECIFIC TARGET GROUP BY NEEDS / INTERESTS / PRODUCTS

What are the specific target groups among which we should promote our product/s? (please, identify by product choice)

- other UN organisations
- private companies from specific sectors
Which sectors?.....
- public organisations involved in international trade
- national governments
- other.....
-
-

Comments:.....

What are the target group's needs, which are not yet resolved, even with the use of our work and products?

Product 1:

1.-.....

2.-.....

3.-.....

Product 2:

1.-.....

2.-.....

3.-.....

Product 3:

1.-.....

2.-.....

3.-.....

Comments:.....
.....
.....

DEFINITION OF THE BENEFITS AND ADVANTAGES OF THE PRODUCTS

What specific advantages, which can be communicated, does each of the products offer?

Product 1:

1.-.....

2.-.....

3.-.....

Product 2:

1.-.....

2.-.....

3.-.....

Product 3:

1.-.....

2.-.....

3.-.....

Are these benefits the same for all sectors?

Product 1: Yes

No, because.....

Product 2: Yes

No, because.....

Product 3: Yes

No, because.....

Comments:.....
.....

Are these functional advantages/benefits? (please, identify by product choice)

technological

management-related

efficiency-related

business-related

bureaucracy reducing

cost-related

increase the security of the transaction chain

Other.....

Comments:.....
.....

Are there any political advantages/benefits? (please, identify by product choice)

Comments:.....
.....

Are there other benefits to communicate? (please, identify by product choice)

- confidence
- security
- guarantee
- Other.....

Comments:.....
.....

Are there companies/institutions, which have successfully incorporated our product in their processes?

- Product 1: Yes. Main sectors:.....
 No
- Product 2: Yes. Main sectors:.....
 No
- Product 3: Yes. Main sectors:.....
 No

Comments:.....
.....

What benefits could be achieved if our product is incorporated in their processes?

- Product 1:
1.-.....
2.-.....
3.-.....
- Product 2:
1.-.....
2.-.....
3.-.....
- Product 3:
1.-.....
2.-.....
3.-.....

COMMUNICATION OBJECTIVES

What do we want to achieve? (please identify by product choice)

- persuade our target group to get involved
- persuade our target group to change habits
- simply informing and waiting
- educating
- other.....

Comments:.....
.....

Who do we want to persuade? (please identify by product choice)

- Specific individuals
- Specific groups/sectors
- Companies from specific sectors
- Governments/Institutions
- Other.....

Comments:.....
.....

Do we want to establish a database? (Note: what kind of database do you anticipate and what is it's purpose? May want to clarify this more) (please identify by product choice)

- No
- Yes, in order to maintain a continuous communication
- Yes, in order to collect certain answers/opinions
- Yes, in order to organize specific events
- Yes, other.....

Comments:.....
.....
.....

