

# Online seminar on **Communicating for Policy Impact**

**13:00-15:30 July 26, 2021**

**AFPPD** (Asian Forum of Parliamentarians on Population and Development)



## Acronyms

AFPPD	The Asian Forum of Parliamentarians on Population and Development
APDA	The Asian Population and Development Association
APRO	Asia Pacific Regional Office
CSR	Corporate Social Responsibility
DX	Digital Transformation
ICPD	International Conference on Population and Development
IFPPD	Indonesian Forum of Parliamentarians on Population and Development
KPI	Key Performance Indicator
MPs	Members of Parliament
PLCPD	Philippine Legislators' Committee on Population and Development
ROI	Return on investment
SDGs	Sustainable Development Goals
SRHR	Sexual and Reproductive Health and Rights
UNFPA	United Nations Population Fund

## Introduction

The development of the Internet has fundamentally changed the nature of public communication. In previous times, channels of communication were limited to mass media such as newspapers, radio, and television. Public communication was almost synonymous with mass communication. The internet has changed the landscape completely. Whereas before, media had been monopolized by large corporations, now, each member of the public can widely disseminate their personal opinions. Media channels themselves have become more diverse in their format, such as the spread of various social media, as well as the content they carry. Different segments of the population are choosing to use different channels.

Communication has altogether become more personalized and tailor-made to respond to individual interests, as can be seen in the evolution of advertising that is now based on sophisticated algorithms guided by the extensive collection of data that Web2.0 has enabled.

However, while this evolution is progressing fast in the business sector, the public service sector has been slow to embrace technology in its communication. In some cases, it has yet to fully utilize even old media. AFPPD organized this seminar to bring its members up to date on the change described above, providing theoretical as well as practical knowledge on how to utilize media, including new media such as social media. The overall aim was to upgrade its communication to further raise awareness and garner support on issues related to population and development.

## Table of Contents

Opening remarks .....	1
Session 1: How is digital transformation changing population and development communications? -What's changing? Why should you care?.....	4
Session 2: Best Practice Examples .....	10
Session 3: Communications fundamentals and building your spokesperson voice .....	17
Session 4: Dealing with crisis .....	19
Breakout sessions .....	20
Conclusion and closing remarks .....	23
Webinar Screenshots .....	25
Communications Workshop Presentation .....	27
Participants' List .....	33

## Commencement of lecture

**Prof. Kiyoko Ikegami (AFPPD Interim Executive Director)** welcomed the speakers, 15 participants from some 10 countries, and observers. She shared that AFPPD has organized several seminars and training sessions in 2021 despite the ongoing COVID-19 pandemic. Prof. Ikegami expressed hope that the participants will learn effective communication strategies to convey necessary information about population, SRHR (Sexual and Reproductive Health and Rights) and development through this seminar.

## Opening remarks



### **The Hon. Prof. Keizo Takemi (AFPPD Chair)**

In his opening address, the Hon. Prof. Takemi emphasized that it is high time for each AFPPD member to build the capacity to work strategically together with the media.

Even before the pandemic, globalization required everyone to become technology savvy as the Internet served as the meeting place for many people. But many AFPPD members have remained spectators on the sidelines.

The Hon. Prof. Takemi noted that AFPPD has organized two online seminars on media, in June and July, hoping to equip the members of the parliaments and the secretariat with the proper ammunition to advocate and wage online campaigns successfully.

He expressed hope that this seminar will help the AFPPD National Committee members, and the special honorable members of the parliaments, embrace behavioral and social changes to better convey advocacy messages. He also expects them to gain insights and industry knowledge about branding campaigns and developing a strategy to reach out to a digital audience.

*(Note: This video message by the Hon. Prof. Takemi was played later in the seminar due to technical problems.)*



### **Mr. Björn Andersson (Regional Director of UNFPA Asia Pacific)**

Mr. Björn Andersson acknowledged the world is changing rapidly, and so are methods of communication. Therefore, strategic communication is ever more vital to building trust and credibility in this digital era.

The ongoing global pandemic has placed even more importance on how UNFPA communicates with diverse audiences to achieve its three transformative results: 1) end preventable maternal deaths, 2) end the unmet need for family planning, and 3) end gender-based violence and all harmful practices. UNFPA continues to engage with parliamentarians and

policymakers across the region and beyond through virtual conferences and online consultations to advance its agenda.

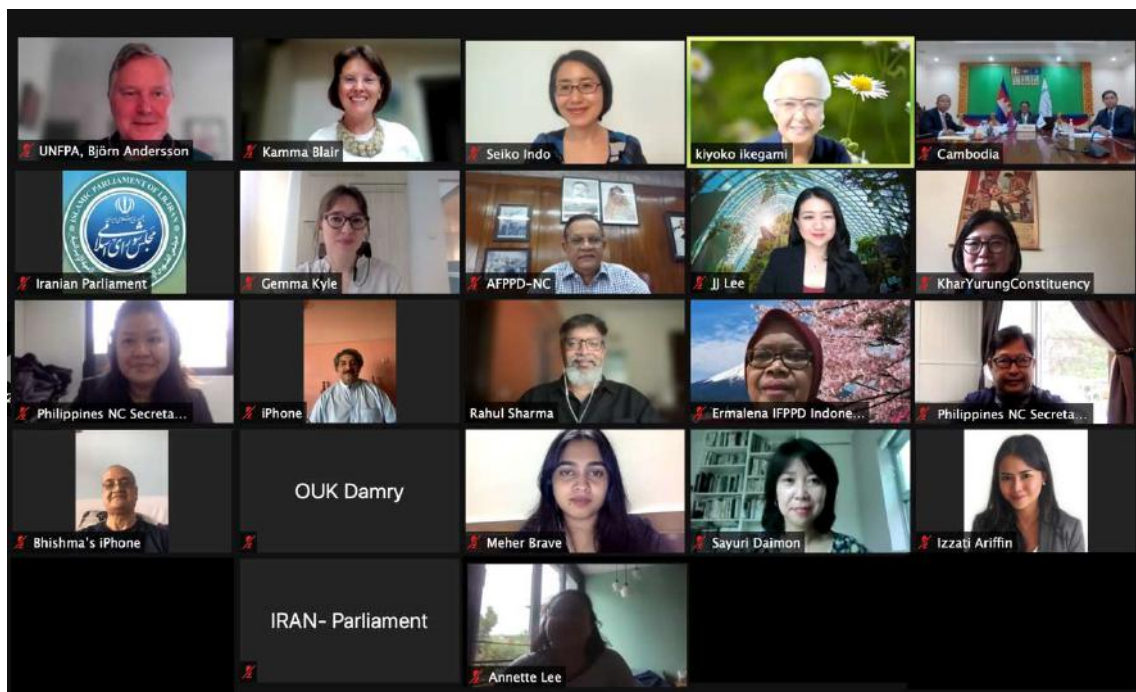
Mr. Andersson also pointed out that UNFPA has increased investments in promoting key messages on social media to reach a wider audience.

He emphasized that a crucial pillar of strategic communications is storytelling with a human face, backed up by data and evidence, and that every policy and piece of legislation that parliamentarians and governments introduce is intended to benefit real people and real lives. We make our communications genuine by moving beyond jargon to the language and stories of life.

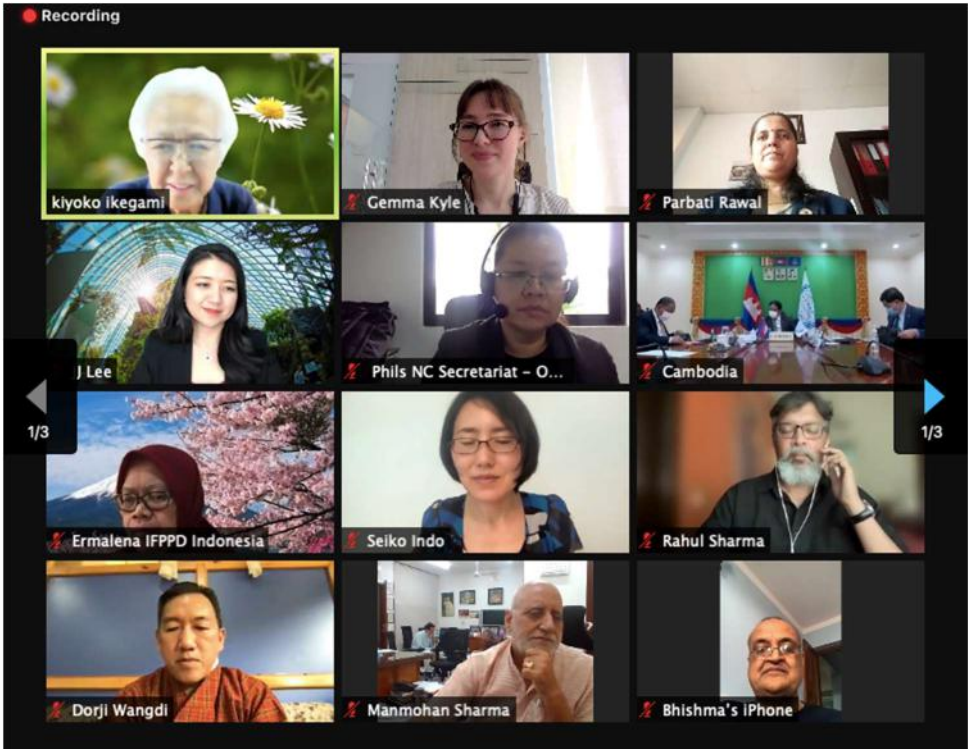
Although UNFPA is using innovative communication methods to accelerate the landmark program of action that was forged at the 1994 International Conference on Population and Development, and thereby contribute to achieving the UN's Sustainable Development Goals by 2030, one organization cannot do this alone and needs partners.

He expressed hope that today's session on strategic communications will equip the participants with the latest and most effective skills. Working together to strengthen collective communications and their impacts will bring about policy changes and achieve sustainable development for all.

----- Photo session -----







## Session 1: How is digital transformation changing population and development communications?

### -What's changing? Why should you care?

*In a time of digital transformation, we are constantly consuming a mass of information, across multiple channels, at the same time. It is becoming increasingly difficult to catch one's attention, and even more so to hold their attention. Communicators must know how to meet their audience where they are, wherever they are, and to make their message compelling enough to entice action and engagement. At the same time, digital has brought to communicators the ability to develop diverse messages and to deliver these messages in a dispersed manner, allowing communication to be more tailored to individual interests and needs, thus increasing the likelihood of engagement. Policy makers who leverage such advantages of digital in their strategic communication will be equipped with an ever-more-powerful tool to activate and mobilize people for social change.*

**Ms. JJ Lee**, a moderator of the day's sessions, introduced herself and her team from APCO, an advisory and advocacy communications consultancy that specializes in public affairs. In a brief overview of APCO, she said their clients include many executives, corporations, governments and NGOs that are looking to navigate this new world of communications and accelerate progress on some of their initiatives.

Ms. Lee opened the session with this quote:



*"No individual, enterprise or government can afford to be unaware of the implications that the growing use of digital media and information content and services will have on industry and society.*

*We must begin planning for how our increased connection to digital media will continue to change the very fabric of our society."*

**-Sarita Nayyar, Managing Director World Economic Forum USA-**

She pointed out that many governments are now going through a digital transformation, which will change expectations for how people should communicate. As an example, she cited Singapore's digital government blueprint, which envisions a government that is "Digital to the Core, and Serves with Heart." She said the human story within digital communications is still key to everything when communicating with citizens, business leaders and others. The ability to communicate with the constituency and stakeholder satisfaction have become more important than ever, and in the case of Singapore, they are used as key performance



indicators. In addition, public officers' digital capabilities as well as how they transform their digital projects and practices will also be crucial to carrying out the digital transformation.

### **Public servants are now entering a 'noisy' landscape**

Ms. Lee noted that in the past, TV was the primary source of information, but today people have easy access to multiple platforms. In fact, it's not unheard of for someone to watch TV while surfing the Net on their iPhone and doing something else on their computer. Divided attention is the new reality. For communicators, this means there is only 10 seconds or 30 seconds at most to get their idea across or grab their audience's attention. Knowing where the audience is and where to reach them more effectively leads to more efficient, cost-effective campaigns, she said.

### **What makes content 'viral'?**

A global study by UM that explored why certain online content promoting social issues or awareness goes viral, revealed that the motivations for sharing content differed quite a lot depending on the kind being viewed. Take for instance content that promotes a social cause. This study showed that most people are looking to change people's opinions by sharing that content within their network. Their secondary reason appears to be to earn the respect of others. Some share the content to feel a sense of belonging.

On the other hand, if the content is controversial, many share it to get other people's opinions. Another reason is to have fun and be entertained. The study also showed that some want to express their position and publicize what they stand for.

Ms. Lee then talked about generational context. What flash points will really mobilize certain age groups? A global study showed that baby boomers are vocal about and motivated by environmental sustainability issues and corporate transparency. "That's a flash point where you can get a lot of baby boomers very excited" if you are sharing content about these issues, Ms. Lee said.

While millennials are the hardest to reach and mobilize, the study suggests that they are equally concerned about a variety of issues, from environmental sustainability to social impact accountability. But they are less impassioned about philanthropy.

### **Effective communications can transform public engagement**

Ms. Lee emphasized that effective communications can transform public engagement. Combining face-to-face interaction with digital strategies allows people to dialogue directly with politicians, civic officials and government agencies. It can give a human face to the

issues and policies, she said.

In times of crisis, getting a message into circulation can be extremely effective. Ms. Lee gave as an example Dr. Anthony Fauci's series of #SocialDistancing videos. They proved to be very popular during the height of the pandemic in 2020.

The next issue Ms. Lee talked about was sustainable citizen engagement.

How can we sustain engagement with the public? How do we keep the public informed? How do we build trust with our public and also humanize our brand?

To answer these questions, Ms. Lee introduced the example of UK Department of Education initiatives. Youth Mental Health Ambassadors put out a series of interesting videos about young children's mental health and wellbeing. It was done through consistent messaging, which also made it sustainable, she said.

She also noted that testing messages online is a useful way to receive immediate feedback from your constituents and see responses to types of content and approaches. There is no need for a massive communication budget. Instead, she advised thinking about what the audience prefers and asking the following questions.

- 1) Is the audience in love with data?
- 2) Are they much more focused on video?
- 3) Do they like 40 words or less?
- 4) Do they like human stories?

Ms. Lee recommended that the participants try out these different approaches over a three-month period to learn about how to communicate effectively with the communities.

Most effective communicators are always aware of their audience and what motivates them and what platforms they are on. They also segment their messages based on different content types and platforms.

### **What makes an argument compelling?**

Then, Ms. Lee asked the participants to share their experiences and opinions about what makes an argument compelling.

**Ms. Nenita Dalde** (Manager, Center for Advocacy and Partnerships, Philippine Legislators' Committee on Population and Development) said: If the issue is affecting people and someone they love, such as families, friends and community, the message regarding the issue becomes compelling. This is universal regardless of which country they are in, and

that's why human stories make arguments very compelling.

**Ms. Lee** also asked about what makes an argument trustworthy.

**Mr. Rahul Sharma** (Managing Director, APCO India) said it depends on who leads the narrative and communications. If people who delivered the policy are respected, people tend to look up to and trust them. Mr. Sharma gave the example of Indian Prime Minister Modi, whom he said people trust. He asserted that the prime minister is a great communicator because he tries to connect with people directly by going on a radio show every Sunday to take questions from them.

**Ms. Lee** emphasized that an argument may become more compelling if it has an emotional component or human story, and it should be delivered by a key spokesperson or expert that the audience views as credible. In addition, data should come from a credible source. "You can't really mobilize people unless you have that component to your messaging. Ask yourself as we are building out campaigns, 'Do we have all the pieces?' 'Are all the right people at the party to really create this magic?'"

**Ms. Seiko Indo (Senior Director of APCO Tokyo)** then showed a "Communications Checklist." She noted that communication campaigns can involve many people, and it is always important for the entire team to understand what the campaign is all about and go through this checklist before working on the actual messages.

# COMMUNICATIONS CHECKLIST

CLEAR OBJECTIVE  
TARGETED AUDIENCE

KEY MESSAGE  
COMPELLING EVIDENCE  
STRONG NARRATIVE

INTEGRATED OUTREACH

ACTIONABLE  
EVALUATION

- Who do we need to convince?
- What do we want them to do?
  - What do they need to know?
  - Why should they care?
  - How will this resonate with them?
- How/where can we reach them?
- Who else will they listen to?
  - How are they responding? (How do we know?)
  - What can be improved?



## The Integrated Communications 'Echo Chamber'

Mr. Rahul Sharma provided a brief background of the communications environment that governments and public officials find themselves in today.

Mr. Sharma noted that in today's world, there are any number of platforms where anybody can express their views on anything, which greatly complicates the communications process. Governments and public officials are now able to communicate directly with citizens and Internet groups, effectively rendering traditional media irrelevant, he said.

### AN IN-DEPTH LOOK AT OWNED, PAID AND EARNED MEDIA

Media type	Examples	The role	Benefits	Challenges
<b>OWNED MEDIA</b> Channels a brand controls	<ul style="list-style-type: none"> <li>Web site</li> <li>Mobile site</li> <li>Blog</li> <li>Twitter account</li> </ul>	Build for longer-term relationships with existing potential customers and earn media	<ul style="list-style-type: none"> <li>Control</li> <li>Cost efficiency</li> <li>Longevity</li> <li>Versatility</li> <li>Niche audiences</li> </ul>	<ul style="list-style-type: none"> <li>No guarantees</li> <li>Company communication not trusted</li> <li>Takes time to scale</li> </ul>
<b>PAID MEDIA</b> Brand pays to leverage a channel	<ul style="list-style-type: none"> <li>Display ads</li> <li>Paid search</li> <li>Sponsorships</li> </ul>	Shift from foundation to a catalyst that feeds owned and creates earned media	<ul style="list-style-type: none"> <li>In demand</li> <li>Immediacy</li> <li>Scale</li> <li>Control</li> </ul>	<ul style="list-style-type: none"> <li>Clutter</li> <li>Declining response rates</li> <li>Poor credibility</li> </ul>
<b>EARNED MEDIA</b> When customers become the channel	<ul style="list-style-type: none"> <li>WOM</li> <li>Buzz</li> <li>"Viral"</li> </ul>	Listen and respond; earned media is often the result of well executed and well coordinated owned and paid media	<ul style="list-style-type: none"> <li>Most credible</li> <li>Key role in most sales</li> <li>Transparent and lives on</li> </ul>	<ul style="list-style-type: none"> <li>No control</li> <li>Can be negative</li> <li>Scale</li> <li>Hard to measure</li> </ul>

### THE INTEGRATED COMMUNICATIONS 'ECHO CHAMBER'

**OWNED**  
Content you create & share on your owned channels

- Blog posts
- Videos
- Webinars
- White papers
- Case studies

**PAID**  
Content you pay to have placed

- Guest posts
- Influencer marketing
- Social ads
- Press releases

**EARNED**  
Content created by external source, without payment

- Trade media placements
- Thought leadership posts
- Press announcements

**SHARED**  
Content created by community & shared

- Social media
- Consumer reviews
- UGC
- Quotes
- Comments

Talkwalker

Mr. Sharma said, as the slide illustrates, there is an “echo chamber” made up of four medias: the owned, shared, paid and earned. With so many social media platforms, he said the way to raise one’s profile is to use different communication channels to reach a larger audience. To create an echo chamber that helps a message reach as many people as possible, it is essential to consider what, how, when, and with whom to communicate, he said.

## Session 2: Best Practice Examples

### 1. Covid-19 vaccine communications strategy in India

**Mr. Sharma** discussed the Indian government's communication strategy for ensuring compliance with its vaccination program. The following is a summary of what he shared with the participants.

The Indian government's program was aimed at a) mitigating any potential disappointment expressed due to unmet demand for the vaccine, b) addressing vaccine 'hesitancy' owing to misconceptions and c) providing information on potential risks and responding to unforeseen crises during the vaccine rollout.

Based on the strategy, the Indian government took the following actions.

- The government brought together several partner organizations to create content and outreach programs using digital platforms. It worked with Facebook and Twitter to create pages and posts on their platforms, created its own website and developed apps for people to use to register for vaccinations.
- The government put together an integrated advocacy communication program.
- The Ministry of Health & Family Welfare set up a national media sponsor to make sure information about the vaccine program (such as the number of cases and vaccine doses going out) was authenticated and made available through proper channels.
- National media houses participated in exercises and discussions to send out information.
- Information was made available in several languages.
- The national communication strategy was broken down to state- and district-level plans to cover more than 1.35 billion people in 600 districts across the country.
- The government engaged community mobilizers, such as faith leaders, and frontline workers.

Mr. Sharma asserted that as a result, the whole campaign, which utilized public policy, the latest technologies and the latest content creation capabilities, resonated well.

### 2. Promoting Women's Health in Japan

**Ms. Indo** shared an example of a project to promote women's health in Japan, which APCO worked on. Though the Japanese government has backed various initiatives to increase the number of women in the workforce, little attention has been paid to women's health in its



policies. Ms. Indo said that as the workforce was predominately male and health care policy was also male-focused, the objective of the campaign was to improve women's access to gynecological care and health services.

The following are details of the program shared by Ms. Indo.

- The approach was a 360-degree campaign of research, content development, multi-stakeholder engagement, involving media, academics, women's groups, medical experts, thinktanks, businesses and policymakers.
- The APCO team built an advocacy network of academics and various businesses, including the client's competitors.
- A leading health think tank produced evidence that failing to address women's health issues in the workplace would result in the loss of as much as US\$60 billion.
- Extensive media outreach was done with press education seminars. Various research announcements for the media were timed for International Women's Day.
- Partner civil society organizations and women's groups helped spread the contents on social media.
- Worked with politicians to convince policymakers to create legislation.

Ms. Indo said this was a successful media campaign as a result of a multi-stakeholder approach that told a story backed by strong evidence about why the issue matters. She also added that the campaign led to a policy change that required companies to address female employees' health as well as a call for the improvement of health education in schools.

### **3. Example of PR evaluation for a US-based private foundation**

**Ms. Gemma Kyle (Associate Director, APCO Singapore)** presented an example of a measurement method in a project for The Rockefeller Foundation, an American philanthropic institution that works on eliminating poverty, addressing health inequalities, improving food security and securing livelihoods.

Ms. Kyle said in 2020, the Foundation's Asian headquarters in Bangkok asked APCO to measure their influence and credibility in the digital space in key Asian countries. To do that, APCO established a baseline to measure the progress and success of communication efforts. China, India, Myanmar and Thailand were chosen as the countries where the Foundation is most active in Asia, she explained.

The following are the tools used for the measurement, introduced by Ms. Kyle.

**Quid** – a consumer and marketing intelligence tool that uses AI to search, analyze and

visualize large volumes of text from online news articles, blog posts, company profiles and patents. It allows users to explore trends and conversations on a particular topic and discover some of those emerging themes, which might be influencing people's behavior.

**Talkwalker** – a listening and analytics tool that analyzes online social media conversations in 92 languages. It helps organizations to track mentions of themselves and understand audience perceptions about their brand or about an issue of interest.

These tools show the number of mentions of an organization or a person, audience sentiment and the key words that are driving that sentiment. They can also reveal thematic topics of online conversations, and how these conversations are connected. They also show audience profiles, which include demographic data, age, gender, occupational information, location and interests. All the information is gleaned from publicly accessible social media profiles.

Since each tool has limitations, Ms. Kyle said they were used in combination. The results of the measurement revealed that the Foundation's influence and credibility were very much tied to the size of grant making in specific countries, the Foundation's physical presence on the ground, and their high-profile partnerships.

#### **4. Artificial Intelligence adoption across APEC member countries**

**Ms. Lee** shared an example of the work APCO did for the National Center for APEC (NCAPEC) with Microsoft in 2020. The project was to build a supportive policy environment for AI adoption, innovation and growth across all sectors in the APEC region to accelerate economic recovery from COVID-19.

Ms. Lee said that NCAPEC already had a 72-page report on AI case studies covering 10 different sectors from 14 economies. But the report itself was not in an attractive format and there was no social media strategy to disseminate it.

Ms. Lee said that they had carefully planned how and when to launch the campaign, which audiences to target and which platforms to leverage, and took the following actions.

- The team built a microsite to house all the information.
- They launched a 90-second video that summarized the report.
- They made the finalized report interactive, so that it could be shared with numerous stakeholders.
- They reached out through the media in various ways, including with op-eds written by

executives.

- They carried out all the campaign initiatives simultaneously and timed the information release to coincide with the APEC CEO Summit.
- They leveraged many partner channels such as local chambers of commerce and industry association partners that are interested in this issue.

As a result, Ms. Lee said that the campaign strengthened APEC's commitment to AI and enabled various AI-related policies. It opened up a new avenue of multi-channel and policy conversations. (What is the digital future? What policies should we be looking at and sharing? What can we learn from each other?) It also inspired discussion of other topics like privacy regulation, she said

----- **Question and Answer** -----

Following the case studies, Ms. Lee read out some questions from the floor for the speakers to answer.

**Q: How can we have a conversation around these campaigns when we have some stakeholders who are very focused on short-term ROI or impact, whereas others have the appetite for a more long-term approach? How have you mitigated that or worked that conversation with various stakeholders and partners?**

**Mr. Sharma:** We should balance it out and keep it fresh. The best way to deal with this is to keep ears and eyes open and make sure to be active on research, feedback and coming up with new ideas so what we offer to our stakeholders is up to date. On any campaign, you will always have naysayers. What's important is how do we make them partners and bring them on board by addressing some of the issues they care about. But the campaign has to be kept fresh and the same campaign should not continue for one or two years or even six months. The problem today is that everybody has a short time span and is looking for something new all the time. Keep them part of what you are trying to do and keep a conversation with them.

**Ms. Indo:** The campaign I introduced was a five-year campaign, but our goals have changed across time. As I said, we started with women's health and the workplace, and then moved to education. Responding to the needs of the time, the mood of the audience, we must constantly understand what people are expecting and align it with policy priorities. If it's now, it is about COVID. What are the gender disparities happening? What are the social

determinants of health outcomes? I think that freshness aspect is very important.

**Q: Ms. Indo mentioned working with private sector partners. What are some of the challenges and opportunities when you are working, doing a public/private crossover or collaboration?**

**Ms. Indo:** Some of the key challenges are setting the KPIs. Businesspeople and policymakers often work with completely different timelines. So how do you agree on KPIs? How do you break your campaign down into milestones to make sure that there are regular checks in terms of recognizing how and what you've achieved and taking it to the next level? Breaking things down into digestible mini projects is very important.

Another point is about balancing. From a policy perspective, it is about managing stakeholders and managing interests, but businesses can sometimes find this frustrating. While businesses often focus on stakeholders who are supportive and try to amplify those voices to push through with their agenda, policymakers have shifting priorities depending on various factors, including urgency and fairness. By holding very candid conversations about who are the stakeholders and what are their concerns, both sides need to come together.

**Mr. Sharma:** In terms of social impact, there is greater understanding. Many corporations are engaged in CSR work and there are issues where they can connect with policymakers. There are a lot more extra conversations taking place now than in the past.

**Q: Do you find that there are limitations when we are looking at digital strategies for tools in a country versus a region?**

**Ms. Kyle:** It is always important to make sure that the tools you're going to use actually have the capabilities within the language of that target geography. Different dynamics exist within those countries. Capturing the news headlines and issues that will be rising to the top of the agenda may be different. It's often easier to segment your analysis by that, rather than to look regionally.

**Mr. Sharma:** It also has to do with culture and social norms that exist in different places, which define how people consume information, what they are looking for and whether they are going to trust what's coming their way. When you are using a certain language, you are trying to address a certain kind of audience, who is extremely different from another audience and have completely different social norms they follow. It becomes extremely important to understand what are the kind of tools that you can use. But sometimes it makes sense to

have direct conversations where politicians and MPs come in because they know their constituencies very well.

**Q: How important is physical communication infrastructure in an MP's ability to engage with the public and discuss policy? Where are the alternatives given that not all AFPPD members have the infrastructure nor the resources to set up one in the near future? Do you have any step-by-step tips to achieve the same outcome?**

**Ms. Lee:** This is where partnerships play a huge role. I've seen MPs do a phenomenal job of pulling together a communications strategy around an initiative by leveraging some of their partners' resources. Associations and NGOs often have in-house communications teams who are willing to lend their resources if you are an MP.

NCAPAC, for example, didn't have a huge budget, but they were able to bring Microsoft in, which is in the private sector; and they were able to bring APCO in. Do you need a paid media strategy always? Not necessarily. Pick and choose what you think is quite important in this communication strategy. Videos will be somewhat costly to create, but the gist or small infographics or small digital sorts of things sometimes get just as much mileage as a microsite.

**Ms. Indo:** Partnership is something we really leveraged in our campaign. The main sponsors were healthcare companies, who were prohibited from campaigning on digital or social media. We did not have a web page for the campaign, and we relied on our partners who went out with our messages and the content that we created and then disseminated them on their channels.

The other thing was that we didn't have any paid media and it was all earned. Why did the media report about it so much? I think that it is the strength of the content and the message and the narrative, making sure that it is relevant to and that it resonates with your audience, so there is demand for information.

**Mr. Sharma:** There are countries where visibility is high and all people have mobile phones to engage and get information. But there are parts where it does not exist. Singapore is a very different example from the Philippines or from Afghanistan or from Cambodia. India is a very different experience from in other countries, given the size, the kind of complex mix of people, languages, cultures. So, physical communication is extremely important when it comes to engaging with people. Despite COVID, which

has separated people and physical engagement has been limited, the reality is that people still want to meet each other and physical communication is always going to be there.

----- **Five minute break** -----



## Session 3: Communications fundamentals and building your spokesperson voice

**Ms. Lee** spoke about the importance of building a spokesperson voice and improving a face-to-face interaction with others in this session.

**Ms. Lee emphasized the importance of being the storytellers.** Though people can access quite a lot of data from anywhere, what's important is to be able to turn such enormous amounts of information into one or two compelling messages that really tell a story to the audience and give them a reason to get behind an initiative, she said.

### Rules of interviews

The first point Ms. Lee pointed out was that **the human memory is finite**, meaning people can only hold on to a few pieces of information or one or two key messages at a time after hearing even a two-hour lecture.

Civil servants may try to provide as much information and facts as they possibly can, but it could lead you to two big pitfalls. 1) You speak too quickly and it becomes harder for the audience to understand what is the point of this message. 2) You lose sight of the people, the people and the impact behind the story.

In order to successfully communicate your message to the media, Ms. Lee suggested thinking about one or two takeaway points that you want them to remember. Using dramatic hand gestures, crystallizing things into one two and three, using indicator words such as "If there's one thing to remember from this discussion" could help you effectively deliver key messages during an interview, she said.

She also stressed the fact that **the news will often go through many filters before it reaches its final audience.** News is going to be some amalgamation or hybrid of information and data, plus the emotional angle or the news hook, she said.

The following are the things to remember when delivering your message:

- What is the human story?
- How will that affect others?
- Why should they believe you?
- Why should they care?
- Don't leave any interaction without the call to action. Don't post anything on social media without having an actionable point.

And then, Ms. Lee went on to talk about basic rules of interviews, which are:

- Know who you are speaking to.  
(Example: If you are meeting a seasoned journalist who is looking for a controversial story, you need to be well prepared. If you are interacting with a business publication, you really need to have your numbers and the economic trends down very solidly.)
- Keep it short and sweet
- Be a storyteller and not an answer person
- Use the power of three to organize your thoughts.
- Know that nothing is off the record.  
Be very mindful of the fact that anyone could be a citizen journalist.
- Do not bury the lead.  
(Example: APCO ran a campaign out of Singapore, and the government's tagline, or their leading paragraph was that 400,000 Singaporeans have diabetes. But what should have been emphasized was that having uncontrolled blood sugar can damage vessels and nerves and actually increase the risk of heart disease, which many people weren't aware of.)

**Finally, Ms. Lee laid out these five golden rules in summarizing important points.**

- **Everything you say is public.**  
Please don't fall into the trap of thinking that there's a private conversation in this digital era; everything you say will be on the record.
- **Know your audience** and understand what their motivation is.  
Since anyone can find a lot of information on Google, it's not necessarily to teach-- it's to give your opinion or your take or your angle on something.
- **Talk about what you know.**  
If you're dealing with something as big as maternal health, infant nutrition or whatever particular policy issue you're dealing with, don't be drawn into philosophical or speculative discussions. Stick to the facts, and stick to what you know, and beyond that, know who you can refer to.
- **It's okay to not answer every question.** Not every question deserves an answer.
- **Stay on message.** Know which messaging you're there to deliver.

## Session 4: Dealing with crisis

**Ms. Lee** also discussed crisis management in terms of communications in this session. She also stressed that as a leader or an MP, knowing when to respond and not to respond is very critical, and suggested a checklist to follow.

- 1) Is there strong misinformation that's being shared, which really needs to be corrected?
- 2) Is there something that could damage the safety of the public or damage your own reputation over the long term?
- 3) Are you the right person, or is there somebody else or different agency that really should be answering this question?

She also discussed two key steps in managing a crisis. First, gather as many current facts about the event or incident as possible. If there's an accident, know who was involved, what is the timing, when will we know more? Second, write down a brief statement answering as many who, what, when, where, why and how questions as you can. Don't speculate, she said.

Ms. Lee also introduced the following crisis statement template.

**DETAILED CRISIS STATEMENT TEMPLATE**

- **Paragraph One:** Answer the Who, What, Where, When, Why and How of what has happened? If you don't know the answer to some of these questions then say so.
- **Paragraph Two:** Explain what you and your organization are doing in response to the crisis.
- **Paragraph Three:** Give details of any hotlines or websites that people directly concerned can use for more detailed information.
- **Paragraph Four:** Announce when you'll be holding your next press briefing or publishing your next press release. Plus contact details for journalists who want to know more or arrange an interview if this is deemed appropriate at this time.

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WORLDWIDE

45

At the end of the session, Ms. Lee summarized the points the panelists made in this session and earlier, including audience targeting, platforms, measurement and crisis management. Then, the participants were split into smaller groups to hold further discussions.

## Breakout sessions

The participants were divided into three groups to discuss communication challenges, especially pertaining to their constituents or stakeholders.

### Group A

**Ms. Indo** asked the Group A participants to share the initiatives that they're working on in their constituencies and countries, and to consider ways to strengthen the lines of communication.

**The Hon. Kamal Safi**, chairman of the National Committee of AFPPD and member of the National Assembly of Afghanistan, highlighted Afghanistan's extremely difficult situation as the internal conflict has displaced thousands of families internally. To fulfill their basic needs, such as water, food and shelter, he said he is now directly working with relevant departments in the government as well as UN agencies.

He also noted there are barriers to communication to overcome. For example, phone companies are ordered to shut down telecommunications systems in parts of the country at night as the Taliban fear being located via their cell phones and targeted for air strikes.

In terms of communicating with people in his country, Mr. Safi said that he and his staff receive some 2,000 calls from victims in affected areas every day, and it is difficult to respond to every call. "We definitely face challenges of a different nature when working with them, particularly communicating with them," he said.

During the discussion, **Prof. Kiyoko Ikegami** from the AFPPD secretariat also asked whether there are any effective ways for MPs to send messages to opposition parties or groups.

**Ms. Indo** responded that disagreements often center on how to achieve the goal and not the goal itself. "It's quite important to be able to agree on what you agree on, and then agree to disagree in some areas, and then we have a very diplomatic relationship," Ms. Indo said. "What's important is to be able to find common ground to have that conversation," she stressed.

### Group B

**Mr. Manmohan Sharma**, executive secretary of the Indian Association of Parliamentarians on Population and Development, which is a national-level nongovernmental organization, shared the situation in his country.

Mr. Sharma's organization works closely with members of parliament on various issues, but COVID-19 has made it difficult for them to reach out to MPs. According to Mr. Sharma, many

MPs have not been available because of crises in their constituencies as well as the entire country. Thus, his group must use instant messaging services, such as WhatsApp, to contact MPs in addition to emails.

Mr. Sharma also gave his feedback on the seminar. He said that he felt most of it was geared toward communicating with corporations, but what he needed was more about how to better communicate with politicians. It would have been better if there had been more of such content in the seminar, he said.

Meanwhile, **the Hon. Ms. Dil Kumari Rawal 'Parbati,'** MP from Nepal, gave the seminar high marks. It was her first time to attend this kind of seminar organized by AFPPD, but she found it very impressive and useful. She said she would like to attend more of this kind of seminar in the future.

Speaking about the impact of the recent pandemic, **Ms. Kamma Blair** from United Nations Population Fund (UNFPA) noted that every aspect of the work that UNFPA is conducting currently, including maternal mortality, gender-based violence and family planning, has been significantly affected by COVID-19. She expressed hope to hear more opinions from politicians about how they can support parliamentarians and work together during this difficult time.

**The Hon. Dorji Wangdi,** MP from Bhutan, said the issue is how different organizations and institutions can help connect with the parliament and facilitate the parliamentarians to do their job, whether it is through laws or policies. In the case of Bhutan, the major issue concerned was how to facilitate online education, especially during the pandemic.

### **Group C**

**Ms. Lee** opened the breakout session by asking the participants to talk about the most common issues they communicate to their constituencies.

**Mr. Romeo Dongeto,** Executive Director of Philippine Legislators' Committee on Population and Development, said they are handling several legislative issues, including children's rights, public health, particularly with regard to smoking cigarettes and e-cigarettes.

**Ms. Nenita Dalde,** who is also from the Philippines, said one of the major campaigns they are engaged in is on ending child marriage, as it is still very much in practice in some parts of the Philippines.

**The Hon. Ermalena Muslim Hasbullah,** Member of Parliament from Indonesia, said the impact of the pandemic as well as early marriage are the key issues of concern, and added that due to the pandemic, face-to-face meetings with Members of Parliament have been limited and that is affecting their communications. New ways of engaging with politicians to tackle those issues must be sought, she said.

In Cambodia, women's empowerment and gender violence are the two major issues of interest in their parliament, according to **the Hon. Ouk Damry**, Member of Parliament from Cambodia. He said women must be a bigger part of the economy and society. While protecting them from violence, they support women to improve their livelihood skills, he said. **The Hon. Ermalena Muslim Hasbullah** mentioned her struggles to get the other parliamentarians to agree on specific issues and create necessary regulations. Ms. Lee suggested turning to the media, especially social media, to get society-wide conversations going around certain issues. Ron from the Philippines raised the problem of misinformation and fake news flooding into the digital space, especially during an election period. "It is very challenging for developing communicators to be able to penetrate meaningfully in order to compete with them at the same time to effectively reach our target audience."

**Ms. Lee** advised getting academics or certain social media influencers to start a conversation on the topic by providing them with data. "It may be just taking a lot of really good data and information and putting it together into a one-page infographic. The media can pick it up and start breaking that ground."

**The Hon. Ermalena Muslim Hasbullah** also shared her story about how she motivated politicians to address the problem of early marriage in Indonesia. After giving some researchers data as to how serious it is in a particular area and sending parliamentarians to the local districts to discuss the issue, they succeeded in making a regulation against early marriage at the local level. They also brought young people to the parliament and conveyed the message about how risky it could be for young people. As a result, the government is now in the final stages of establishing the regulation, she said.



## Conclusion and closing remarks

In the last session, the participants reported their findings in the breakout sessions.

Mr. Sharma, representing Group B, introduced the topics that came up in the discussion, including the fact that dealing with politicians is very different from dealing with businesses and corporations, while Covid creates new communication challenges due to social distancing policies.

Sharing his own experience, Mr. Wangi, leader of the opposition in Bhutan, emphasized the importance of communicating with various stakeholders, especially during the ongoing pandemic.

As head of the joint parliamentary committee on Covid, which is a committee made up of members from both ruling and opposition parties, he said that the committee actively meets with various stakeholders, and based on the issues raised by different groups, gives advice and recommendations.

Ms. Indo labeled the discussion in Group A quite a learning session thanks to Mr. Safi, who introduced the difficult situation in Afghanistan and how communication is disrupted by the war.

Ms. Lee summarized the Group C session and said that the group was particularly interested in the issue of child marriage and gender violence among other things. The discussion also included the change from face-to-face interactions with local parliamentarians versus what do we do now from a digital perspective. The group also talked about ways to empower advocates so that it's not just MP-driven messaging. Advocates too should be involved in knowledge sharing.

Some participants also added that when talking to MPs, it is important to use the language they are familiar with, and the same goes for people in other sectors. Others also pointed out the importance of knowing the audience, so the messages resonate well with them.

In closing the seminar, Ms. Lee thanked everyone who joined the day's discussion, and expressed hope that those who attended the seminar could learn what trends are impacting communications and things that need to be improved in terms of engaging MPs and advocates to reach policy goals.

**Closing remarks by Prof. Kiyoko Ikegami**

In closing the seminar, Ms. Ikegami expressed hope that based on today's experience and information, the participants will be more active in sending messages to people including opposition parties and others who are not really in line with their policy. She also believes that SNS and other means of communication will play a major role in this. She also urged the participants to inform the AFPPD secretariat if they are covered by the media and social media. She said that AFPPD will try to be a common information sharing platform.

# Webinar Screenshots

## Lecture

### PUBLIC SERVANTS ENTERING A 'NOISY' LANDSCAPE

**Global time spent on media, by type**  
In amount and percentage of time spent

Media Type	Percentage	Time Spent (hrs)
Traditional TV	23%	2.58
Social networking	15%	1.69
Traditional radio	10%	1.14
Other online activities	10%	1.06
Micro-blogging	7%	0.79
Online press	6%	0.71
Online TV	6%	0.70
Online radio	5%	0.61
Traditional press	5%	0.6
Blogging	5%	0.53

Source: Intellectives of Digital Media Survey, 2013, Pew Research Forum

- 'People used to watch TV. Now everything is consumed on different mediums, often in parallel. Three out of five people surf the net or chat while watching TV. Divided attention is the new reality.'

*Jill J Lee*

### COMMUNICATIONS CHECKLIST

CLEAR OBJECTIVE  
TARGETED AUDIENCE

KEY MESSAGE  
COMPELLING EVIDENCE  
STRONG NARRATIVE

INTEGRATED OUTREACH

ACTIONABLE  
EVALUATION

- Who do we need to convince?
- What do we want them to do?
  - What do they need to know?
  - Why should they care?
  - How will this resonate with them?
    - How/where can we reach them?
    - Who else will they listen to?
      - How are they responding? (How do we know?)
      - What can be improved?

*Seiko Inoue*

### AN IN-DEPTH LOOK AT OWNED, PAID AND EARNED MEDIA

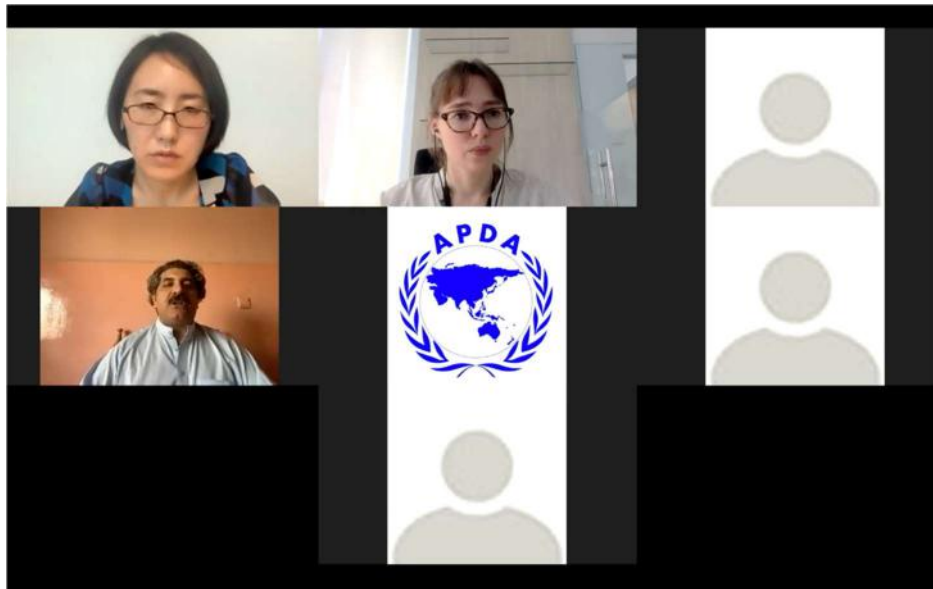
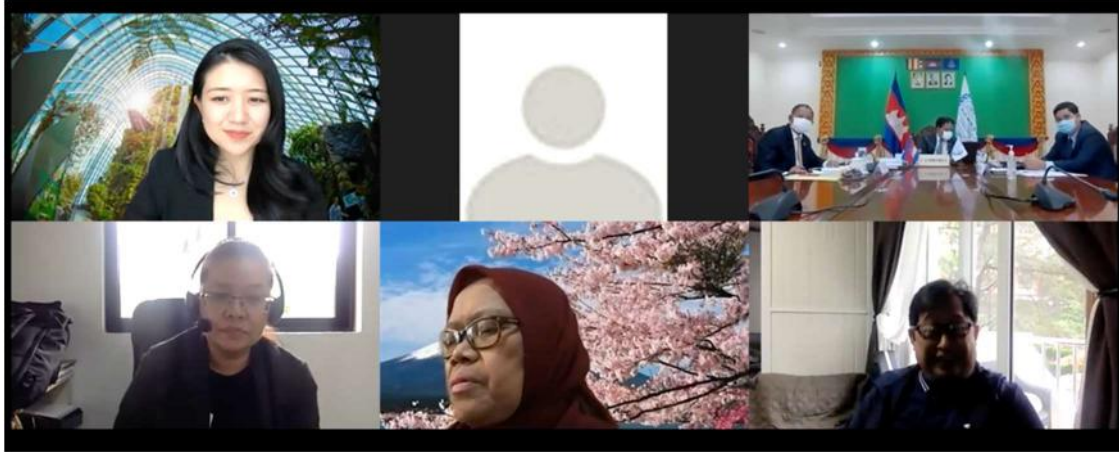
Media Type	Examples	The Job	Benefits	Challenges
<b>OWNED MEDIA</b>	Website, Blog, Facebook, Twitter, YouTube, Email newsletters	Control over content, consistent messaging, direct communication with audience	Brand awareness, lead generation, customer loyalty	Content creation, maintenance, staying relevant
<b>PAID MEDIA</b>	Display ads, Sponsored content, Influencer marketing, Native advertising	Targeted reach, measurable results, immediate visibility	Brand awareness, lead generation, sales	Cost, creative fatigue, ad avoidance
<b>EARNED MEDIA</b>	Press coverage, Social media shares, Reviews, Referrals	Third-party validation, high credibility, organic reach	Brand authority, trust, long-term impact	Unpredictable, difficult to control, time-consuming

### THE INTEGRATED COMMUNICATIONS 'ECHO CHAMBER'

- OWNED:** Content you create & share on your owned channels
  - Blog posts
  - Webinars
  - White papers
  - Case studies
- PAID:** Content you pay to have placed
  - Sponsored posts
  - Influencer marketing
  - Product ads
  - Press releases
- EARNED:** Content created by external sources, without payment
  - Trade media placements
  - Thought leadership posts
  - Press announcements
- SHARED:** Content created by a combination of owned, paid, and earned
  - Social media
  - Consumer reviews
  - UGC
  - Quizzes
  - Comments

*Rahul Sharma*

**Group shots:**



Screen Shot 2021-07-26 at 9:17:11 AM

## BREAKOUT SESSION

- ❑ Please accompany your facilitator to smaller break out rooms.
- ❑ You will be asked to discuss a specific initiative you are working now (or have worked on in the recent past). Think of an example that you think has good potential for an integrated campaign.
- ❑ Nominate **one initiative** for group discussion.
- ❑ Run through the **Communications Checklist** as a group.
- ❑ Think through what **Best Practice inspirations** might be applicable to this initiative.
- ❑ **\*Be prepared to share your findings with the larger group!**

APCO

# Communications Workshop Presentation

**COMMUNICATING FOR POLICY IMPACT**  
 APFD Skills Enhancement Training  
 July 26, 2021  
**APCO**  
 10111111111111111111

### YOUR INSTRUCTORS

**JJ Lee**  
 Deputy Managing Director  
 APCO SE Asia & Korea

**Rohit Sharma**  
 Managing Director  
 APCO India

**Setko Indo**  
 Senior Director  
 APCO Japan

APCO 2

### WHO IS APCO?

APCO member offices are located in: Australia, Canada, China, France, Germany, India, Indonesia, Japan, Korea, Malaysia, Mexico, New Zealand, Philippines, Singapore, South Africa, Thailand, United Kingdom, and the United States.

### SESSION AGENDA

Activity	Time	Facilitator
How is Digital Transformation Changing Population and Development Communications?	30 min	JJ Lee
Best Practice Examples	20 min	Setko Indo, Rohit Sharma
Snack Q&A	20 min	AJ
Break Time (5 minutes)		
Communications Fundamentals & Building Your Spokesperson Voice	15 min	JJ Lee
Dealing with Crisis	10 min	JJ Lee
Putting it to Practice (Interactive)	25 min	Group A: Setko Indo, Group B: Rohit Sharma, Group C: JJ
Group Findings	20 min	AJ
Conclusion and Closing Remarks	5 min	Prof. Ikegami

### TRENDS IN POPULATION AND DEVELOPMENT COMMUNICATIONS

What's changing? Why should you care?

APCO 3

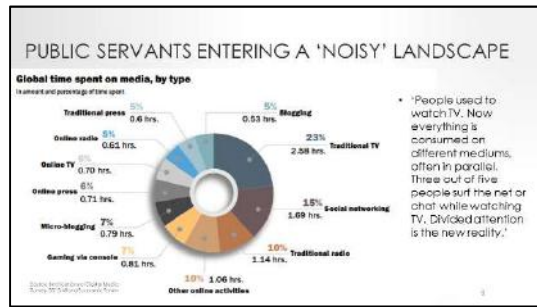
"No individual, enterprise or government can afford to be unaware of the implications that the growing use of digital media and information content and services will have on industry and society."

We must begin planning for how our increased connection to digital media will continue to change the very fabric of our society."

-Sarita Nayyar, Managing Director, World Economic Forum USA

### GOV DIGITAL TRANSFORMATION WILL CHANGE EXPECTATIONS FOR COMMUNICATION

Source: Global Vantage Research, 'The State of Digital Government 2021'



### WITH CONFLICTING AUDIENCE MOTIVATIONS

What makes content "viral"?

A global study explored why certain online content promoting social issues or awareness went "viral" while others don't (Pulsar, UM).

### AUDIENCE ISSUE 'FLASH POINTS' VARY BY AGE

Figure 11: Corporate Social Responsibility Efforts that Are Important for MEI Companies to Support, by Use Level and Generation (%)

Elements	% Agreeing Those Corporate Social Responsibility Efforts are Important for MEI Companies to Actively Support					
	Frequent Users			Sporadic Users		
	Millennials	Generation X	Baby Boomers	Millennials	Generation X	Baby Boomers
Environmental sustainability	74	83	55	64	60	70
Ethical labour practices	75	80	60	51	58	65
Philanthropy	60	72	72	44	48	47
Social impact accountability	74	80	51	49	53	54
Corporate transparency	75	84	52	55	52	60







### EXAMPLE OF INTEGRATED APPROACH: COVID-19 VACCINE COMMUNICATIONS STRATEGY IN INDIA

**4.3.1.3 Key Actions at District Level**

- Develop a district-specific COVID-19 vaccine communication strategy, including a list of key influencers in the district and a list of key influencers in the district.
- Develop a district-specific COVID-19 vaccine communication strategy, including a list of key influencers in the district and a list of key influencers in the district.
- Develop a district-specific COVID-19 vaccine communication strategy, including a list of key influencers in the district and a list of key influencers in the district.

**4.3.2 Key Actions at State Level**

- Develop a state-specific COVID-19 vaccine communication strategy, including a list of key influencers in the state and a list of key influencers in the state.
- Develop a state-specific COVID-19 vaccine communication strategy, including a list of key influencers in the state and a list of key influencers in the state.
- Develop a state-specific COVID-19 vaccine communication strategy, including a list of key influencers in the state and a list of key influencers in the state.

**4.3.3 Key Actions at National Level**

- Develop a national-specific COVID-19 vaccine communication strategy, including a list of key influencers in the country and a list of key influencers in the country.
- Develop a national-specific COVID-19 vaccine communication strategy, including a list of key influencers in the country and a list of key influencers in the country.
- Develop a national-specific COVID-19 vaccine communication strategy, including a list of key influencers in the country and a list of key influencers in the country.

### EXAMPLE OF INTEGRATED APPROACH: PROMOTING WOMEN'S HEALTH IN JAPAN

**Challenge:** The Japanese government had undertaken various initiatives to encourage more women to enter the workforce. However, little attention had been given to women's health in the relevant government policies. Businesses were also unprepared to respond to the additional health needs of their increasing female workforce.

**Goal:** Improve and increase access to gynecological care in Japan and enhance health support for working women.

**Target audience & objective:**

- Government - Pass legislation and adopt policies that address the health of working women
- Business - introduce business structures and systems that value and attend to the health of female employees
- Public - Increase awareness and understanding women's health needs, as well as the social and economic impact of female health.

**Approach:** A 360-degree campaign involving research, content development, and multi-stakeholder engagement including media, academics, women's groups, medical experts, think tanks, businesses and policy makers.

- Network:** Project for the Health Promotion of Working Women (PHPW) comprising doctors, nurses and business to advocate for the health of working women
- Research:** on the hidden financial burden of not attending to working women's health, an international comparison on policy and outcomes of women's health and on relationship between working women's level of health literacy and productivity
- Extensive media outreach:** based on evidence from research
- Collaboration:** with civil society organizations
- Direct engagement:** with politicians, ministries and local government
- Business seminars and workshops:** with progressive leaders
- Advisory board:** with experts and policy advisors

**Results:** The campaign resulted in widespread local media coverage about the importance of women's health needs in Japan, a government policy change mandating that companies undertake initiatives specifically geared to the improvement of health education in schools.

### MEASURING COMMUNICATIONS: BASELINE AND METRICS

Example of FR evaluation for a US-based private foundation

### BACKGROUND

For more than a century, this US-based private foundation has been dedicated to the mission of promoting the well-being of humanity. Today, it works at the intersection of **energy, health, food security and economic opportunity** and has given away more than **US\$17 billion dollars** to thousands of organizations worldwide.

APCO has been a long-term partner, facilitating the foundation's programmatic work in Asia.

In 2020, they asked us to **measure their influence and credibility** in the digital space in key Asian countries. This involves establishing a **baseline**, from which to assess progress and success.

### OVERVIEW OF SEARCH PARAMETERS AND TOOLS

Search Parameters:

- Timeframe: Q1 2020 vs Q2 2020
- Key Asian geographies: China, India, Myanmar, Thailand
- Key people: Rockefeller Foundation, Gates Foundation, Ford Foundation, Seal Foundation
- Key themes: COVID-19, Health, Energy, Food, Data, innovation

**Quid**

- A semantic monitoring tool that searches, analyzes and identifies large volumes of text from online news, articles, blog posts, company profiles and patents.
- Quid creates a map to illustrate the network of relationships between the documents, helping users to uncover topic clusters and related relationships.

**talkwalker**

- A social media listening and analytics tool that combs social media, blogs, forums, newspapers, journals, magazines and newsletters in 187 languages.
- Talkwalker uses AI-powered sentiment analysis to detect changes in public opinion (e.g. positive or negative sentiment) in 99 languages.

### PERFORMANCE BASELINE

**BRAND ENGAGEMENT**

1.2K (+91%)

319 (+25%)

**BRAND SENTIMENT**

1.8K (+24%)

10.4% (+4.7%)

**TOPIC ANALYSIS**

### PERFORMANCE BASELINE

**SHARE OF VOICE**

1.41% (+10%)

2020 Baseline

**AUDIENCE PROFILE**

Gender: 58% Male, 42% Female

Age: 18-24, 25-34, 35-44, 45-54, 55-64, 65+

Location: India, China, Myanmar, Thailand

Interests: Health, Energy, Food, Data, innovation

### KEY TAKEAWAYS

- Digital insights can be used as a "health check" to diagnose a problem or set targets.
- Use multiple platforms simultaneously to overcome tool limitations:
  - Inclusion of social media platforms
  - Language
  - Network data
- Define your search parameters carefully – can these tools give you a meaningful answer?
- Put your findings into perspective:
  - Quantity of data – what's relevant?
  - Use media knowledge, systems, value judgement
- Before setting targets, consider what it will take to move the needle – do you have adequate resources?



**From White Paper to Integrated Campaign:**  
Artificial Intelligence (AI) adoption across APEC member countries




## Why AI Adoption?

The National Center for APEC (NCAPEC) reached out to Microsoft and APCO to collaborate around an initiative to build a supportive policy environment for regional AI, innovation and growth across all sectors. Parties recognized that:

- AI is a key accelerator to economic recovery
- There is a lack of cohesive vision around adoption of AI despite the fact that digital transformation is at the top of all government agendas
- AI has the potential to unlock economic progress and tackle key social issues like gender inequality, food and energy security at scale.

### From Core Research to Integrated Campaign



**NCAPEC began on draft of the AI case studies that would be most compelling to government across sectors and geographies**

This was a large undertaking. The core report had over a dozen detailed cases from 14 countries, covering 10 sectors, including healthcare, logistics, financial services, agriculture and others.

**Integrated approach: How, when to launch? Audience, materials and platform segmentation.**

The parties agreed that the best presentation would include:

- Microsite
- Launch video
- Interactive finalized report
- Infographics and other social media materials
- Executive appeals

**"Echo effect" - Single launch across Microsoft, NCAPEC and partner ecosystems + sustenance plan**

To create the echo effect, we launched simultaneously to the APEC CEO Summit and leverage partner channels like local Chambers of Commerce and Asia Venture Philanthropy Network (AVPN) - 1,500 member organizations



**LAUNCH OF THE REPORT AT THE APEC CEO SUMMIT, NOV. 19, 2020**

AI was featured as a centerpiece of the CEO Summit in Malaysia.

The report, video, and key messages were conveyed to government and business leaders from across the 21 APEC member economies

- Launch Video: [www.ncapec.org/ai-report-video](http://www.ncapec.org/ai-report-video)
- Official report PDF: [www.ncapec.org/ai-report-pdf](http://www.ncapec.org/ai-report-pdf)

### Artificial Intelligence in APEC

Overview of the scope of the APEC Commission and the country case studies for the report

**LAUNCH OF MICROSITE WITH BREAKDOWN OF AI INITIATIVES BY COUNTRY:**

Individual member case studies have been downloaded and shared thousands of times by users in all of APEC's member countries. [www.ncapec.org/ai-report](http://www.ncapec.org/ai-report)

**LAUNCH OF SOCIAL MEDIA CAMPAIGN (LI, FB, TWITTER, MICROSOFT ASIA NEWS CENTER, PARTNER PLATFORMS)**

- Digital Toolkit
- Microsoft Asia News Center

### SUMMARY OF IMPACT

The 2020 launch of the AI report and campaign strengthened APEC's commitment to AI enabling policies.

- Building more cohesion on topics of competitiveness and maintaining Human Capital Potential for the Digital Future, promoting Inclusive Economic Growth through AI.
- Creating inroads to sharing detailed recommendations with APEC Senior Officials, Trade SME and Finance Ministers of all countries
- Inspired plans to launch another round of engagements around the topic of Privacy Regulatory Coherence in GI as well as interest in continued AI conversations in country-level government roundtables.


## GROUP DISCUSSION OF BEST PRACTICES



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## Break Time!

### Reconvene in 5 minutes




## COMMUNICATIONS FUNDAMENTALS AND BUILDING YOUR SPOKESPERSON VOICE



APCO 2020-2021

### David McCandless, "The Beauty of Data Visualization"



[https://www.ted.com/talks/david\\_mccandless\\_the\\_beauty\\_of\\_data\\_visualization?language=en](https://www.ted.com/talks/david_mccandless_the_beauty_of_data_visualization?language=en)

- You are the storyteller, and one of the greatest gifts you can give your constituents is **compressing knowledge—squeezing an enormous amount of information and understanding into a small space.**
- You do not need to be a data scientist to filter down the key message within a story. **You should always be curating.**
- The human memory is finite.

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## THE GOLDEN RULE OF INTERVIEWS

**"HUMAN MEMORY IS FINITE"**

- The news will often be a snippet rather than a balanced representation of your interview.
- This is more the case on social media.
- In order to successfully communicate via the news media, you must demonstrate great discipline and take an active part in shaping and disseminating your message(s), regardless of the medium or the venue.
  - "Lead the interviewer's pen."

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## THE GOLDEN RULE OF INTERVIEWS

**"NEWS = INFORMATION + EMOTION"**

- What is the human story?
- How will what you say impact others?
- Why should they believe you?
- Why should they care?
- What is the drive to action you most want from them?**

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## BASIC RULES

**#1 KNOW WHO YOU ARE SPEAKING TO**

Keep in mind the journalist's audience, their level of sophistication and motivations.

- Identify which of your key messages will ALIGN best ahead of time.

**#2 KEEP IT SHORT AND SWEET**

- The longer your answer, the greater the chance views will be truncated, excerpted, or misquoted.
- Be comfortable with silence. Once you've answered...stop talking.
- Let the reporter follow up if anything is unclear. Don't be compelled to explain everything!

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## BASIC RULES

**#3 BE A STORYTELLER NOT AN ANSWER PERSON**

- It is absolutely ok to not know data, facts, figures off the top of your head and tell the reporter that you will follow up offline.
- Have strong data but don't let it overshadow the key message.

**#4 ORGANIZE FOR THEM**

- Don't try to convey everything – Power of Three
- Control the reporter's notebook
  - "The exciting part of this announcement is..."
  - "The three things you should care about..."

**#5 NOTHING is off the record** – In this era of smartphones and devices, everyone is a citizen journalist.

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## BASIC RULES

**#6 DON'T BURY THE LEAD!**

- Get to the point first, then substantiate with examples and facts.

Exercise- Take a look at the below response and reorder it so we are not burying the lead.

Q: What is the FYS campaign about?

*"400,000 Singaporeans have diabetes and this is a huge factor in the government's focus on educating the public on diabetes topics. Having uncontrolled blood sugar can damage blood vessels and nerves, actually increasing the risk of heart disease but many people don't know that."*

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## SUMMARY: FIVE GOLDEN RULES

EVERYTHING YOU SAY IS PUBLIC	KNOW YOUR AUDIENCE	TALK ABOUT WHAT YOU KNOW	IT'S OK NOT TO ANSWER EVERY QUESTION	STAY ON MESSAGE
No such thing as a "private conversation"	No friends in the press	Don't be drawn into philosophical or speculative discussions Refer people to communications department	Not every question deserves an answer There is no upside to confirming / denying rumors	Stories get written on controversy / conflict Consistency helps understanding

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## HOW TO FIELD THE TOUGH QUESTIONS



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## KEY STEPS IN MANAGING A CRISIS

**Know when to respond. When to hold fire.**

- "Starve a fire" Do not go down the slippery slope of responding to comments online.

**First ask yourself:**

- Is there strong misinformation being shared which needs to be corrected for the safety of the public?
- Could the information being shared have potential long-term impact to reputation?
- Am I the right person to answer this question?

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## KEY STEPS IN MANAGING A CRISIS

- Gather as many current facts about your event / incident.
- Write a brief statement answering as many who, what, when, where, why & how questions as you can.

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## DETAILED CRISIS STATEMENT TEMPLATE

- Paragraph One:** Answer the Who, What, Where, When, Why and How of what has happened? If you don't know the answer to some of these questions then say so.
- Paragraph Two:** Explain what you and your organization are doing in response to the crisis.
- Paragraph Three:** Give details of any hotlines or websites that people directly concerned can use for more detailed information.
- Paragraph Four:** Announce when you'll be holding your next press briefing or publishing your next press release. Plus contact details for journalists who want to know more or arrange an interview if this is deemed appropriate at this time.

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## MINI DISCUSSION

Can you think of a time when you or a peer were called upon to manage a communications crisis?

- What were your key learnings?
- What would you have done differently?



APCO 2017-2018

## PUTTING IT INTO PRACTICE



APCO 2017-2018

## BREAKOUT SESSION

- Please accompany your facilitator to smaller break out rooms.
- You will be asked to discuss a specific initiative you are working on now (or have worked on in the recent past). Think of an example that you think has good potential for an integrated campaign.
- Nominate **one initiative** for group discussion.
- Run through the **Communications Checklist** as a group.
- Think through what **Best Practice Inspirations** might be applicable to this initiative.
- **\*Be prepared to share your findings with the larger group!**

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## COMMUNICATIONS CHECKLIST

CLEAR OBJECTIVE TARGET AUDIENCE	KEY MESSAGE CONCRETE EVIDENCE STRONG NARRATIVE	INTEGRATED OUTREACH	ACTIONABLE EVALUATION
<input checked="" type="checkbox"/> Who do we need to convince?	<input checked="" type="checkbox"/> What do they need to know?	<input checked="" type="checkbox"/> How/where can we reach them?	<input checked="" type="checkbox"/> Who else will they listen to?
<input checked="" type="checkbox"/> What do we want them to do?	<input checked="" type="checkbox"/> Why should they care?	<input checked="" type="checkbox"/> How are they responding? (How do we know?)	<input checked="" type="checkbox"/> What can be improved?
	<input checked="" type="checkbox"/> How will this resonate with them?		

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## “ GROUP FINDINGS

Each group select a speaker to present your findings and insights from the modules back to the larger group.



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## CONCLUSION AND CLOSING REMARKS



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## THANK YOU!



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## Participants' List

	Country	Parliamentarians	Observers National Committees
1	Afghanistan	Hon. Kamal Safi Chairman of the National Committee on AFPPD, Wolesi Jirga (House of People) National Assembly of Afghanistan	
2	Bangladesh	Hon. Shirin Sharmin Chaudhury MP	Mr. Khondker Zakiur Rahman, Bangladesh Association of Parliamentarians on Population and Development (BAPPD)
		Hon. A S M Feroz, MP, Chairman of the Parliamentary committee on Public Undertakings	
3	Bhutan	Hon. Tshering Chhoden, MP	
		Hon. Dorji Wangdi, Opposition Leader, National Assembly of Bhutan	
4	Cambodia	Hon. Ouk Damry , Secretary General of CAPPD/Investigates, and Anti-corruption commission	Mr. Darapy Sokhan, Deputy Director of the Cambodia Development Center
		Hon. Chhun Sirun, Secretary of Women, Social, Health and Veterans Commission	Ms. Youn Tithkakada
		Hon. SOS Mosen, Member of the Women, Social , Health and Veterans Commission	Observer
5	India		Mr. Manmohan Sharma, Executive Secretary, IAPPD

6	Indonesia	Hon. Ermalena Muslim Hasbullah, MP Indonesia, Chair of Indonesian Forum of Parliamentarians on Population and Development (IFPPD)	Observer
7	Iran	Iranian Parliament (2)	
8	Nepal	Hon. Dil Kumari Rawal 'Parbati', MP	
9	Pakistan		Mr. Syed Rahim Shah Assistant Director (IR), Deputy Speaker's office Secretariat of the National Assembly
10	Philippines		Ms. Nenita Dalde, Manager, Advocacy and Partnership, PLCPD
			Mr. Romeo C. Dongeto, Executive Director, PLCPD
11	Timor Leste	Hon. Lidia Norberta dos Santos Martins, the President of GMPTL from the Fretilin bench	Observer
		Hon. Domingas dos Santos as the Vice of the President of GMPTL from the PLP bench	
		Hon. Elvina Sousa Carvalho as the secretary of the GMPTL from the PD bench.	
International Organizations			
	UNFPA APRO	Mr. Björn Andersson, Regional Director of UNFPA APRO	

		Ms. Kamma Blair, Regional Programme Specialist (Disability, Parliamentarians, Knowledge Management, Innovation) of UNFPA APRO	
		Mr. Khondker Zakiur Rahman, Technical Officer	
Secretariat			
	AFPPD	Prof. Kiyoko Ikegami, Interim Executive Director	
		Ms. Yoko Oshima, Assistant to Interim Executive Director	
		Ms. Eri Osada, Staff	
	APDA	Ms. Hitomi Tsunekawa, Chief Manager, International Affairs	
		Dr. Farrukh Usumonov, Assistant Manager of International Affairs/Senior Researcher	
APCO WorldWide			
	APCO WorlWide	Ms. JJ Lee Deputy Managing Director, APCO SE Asia & Korea	
		Mr. Rahul Sharma Managing Director APCO India	
		Ms. Seiko Indo Senior Director APCO Tokyow	

		Ms. Izzati Ariffin	
		Ms. Annette Lee	
		Ms. Meher Brave	
		Ms. Gemma Kyle	