

Communication strategy for BCO Programme

Session Content

This session will focus on a set of very simple and traditional issues essential to any effective communication strategy:

- Who is the principal *audience* for the communication strategy, and what is the principal intended result of it.
 - Hierarchy of target audiences.
 - Other factors, such as whether to distinguish this set of messages from other messages going to decision-makers on similar issues;
 - Linkages with other similar material going to similar audiences.
- What is it that the BCO partnership want to communicate as a product of this review process (Message)?
 - Is there a clear set of conclusions that are likely to result from this process?. What does the existing evaluative material tell us about a set of clear, common and compelling conclusions/messages? How much can be determined at this stage before the review exercise is completed?
 - Are these conclusions principally about:
 - the impact of the specific work undertaken through BCO;
 - will this be generic (ie global) or country based (ie specific examples);
 - or are there a a different set of “messages” (importance/impact of ICTs in development, importance of partnerships for example)?
- How do they want to communicate it?
 - Choice of outputs and communication mechanisms/methodologies:
 - A short and accessible hard copy publication; and perhaps another, more critical and in depth, desk-based study.
 - Identification of practical strategic steps to take this forward.
 - What else makes sense given the earlier discussions.

This is expected to be a substantial discussion, but not necessarily a conclusive one. The process of amassing and amalgamating material from the BCO programme is at an early stage, and it is not clear yet what the review process will conclude. This is likely to shape partners perspectives on key elements of the communication strategy. Nevertheless, this substantive initial discussion is an important step to initiate thinking and planning.

Session structure and organisation

The session will be facilitated by James Deane. Given the small size of the existing group, and the importance of all these issues to all stakeholders, the session will be in plenary and not broken into groups.