Inform ▪ Involve ▪ Influence ▪ Impact

ITC Communication Strategy 2018-21

A presentation to: Consultative Committee of the ITC Trust Fund
By: Chief of ITC Communications and Events
Date: 4 May 2018
Delivering high output

2017
More than 1627 products/services (20.5 staff)

• Website sessions/users: 1.8M (38%↑, 2013)
• 6413 media mentions (147%↑, 2013)
• 65,500 social media followers (240%↑, 2014)
• Video views: 230,681 (460%↑, 2014)
• 71 events

Consistent progress

Year on year per Growth in ITC audience KPI:

2016: 39% > target; 2017: 18% above 2016 achievement
Rating ITC Communication

Well regarded

1011 Stakeholders surveyed:

• Very good: 38%
• Good: 32%
• Excellent: 19%

(Average: 6%, Weak: 2%)

A leader in the field in some areas: ahead of larger organizations

Make further improvements.
Reasons for the Strategy

• UN Joint Inspection Unit recommendation (2015)

• Allows ITC to be fit for purpose

• Guides prioritization amongst many competing demands and limited resources

• Incorporates latest trends in effective communications practice

• Aligns with the new ITC Strategic Plan for same period
Significant research

45-page, evidence-based paper

c. 40 sources

• 3 surveys: stakeholders, media and staff
• Guidance from the UN SG and DG
• UN Joint Inspection Unit Recommendations (2015)
• ITC Independent Evaluation (2013)
• Reuters Institute for the Study of Journalism reports
• Newspaper articles on communication
• Communication and business journals
• Social media training
• Communications and Events Section reports (90p.)
Strategic goals

1. The go-to UN source for trade and development engagement with MSMEs

2. Communication of results and impact of ITC’s work (audiences: funders, clients)

3. Consistent, harmonized approach to communication and messaging within ITC
Achieve goals: how?

- Increase ITC external audience
- Show impact of interventions
- Continue to improve quality of communications
- Focus more on projects and programmes
- Show ITC technical expertise reflecting both WTO and UN perspectives
- Link work to the Sustainable Development Goals
Key features

- Shorter, snappier and more visual
- Targeted messaging: audience segmentation
- Social media

Quality principles:

- Accurate
- Timely
- Consistent
- Branded
- Multilingual
Communicate project results

Value of ITC projects ↑

Tell:

• Stories showing quantifiable impact

• Stories showing real improvement in people’s lives
Tools

- Website
- Social media
- Video
- Thought leadership: op-eds, speeches, media interviews
- Press interactions
- Events
Specific initiatives

- Overhaul the ITC website
- Enhance customer management
- Set up audio-visual facility
- Issue a regular ITC update
- Modernize branding: Trade Forum magazine, Trade Compass video series

Engage in the global conversation on trade and business
Make the case for good trade
Give a voice to the voiceless

Thank you—gracias—merci!