



International
Trade
Centre

TRADE IMPACT
FOR GOOD

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



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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%)

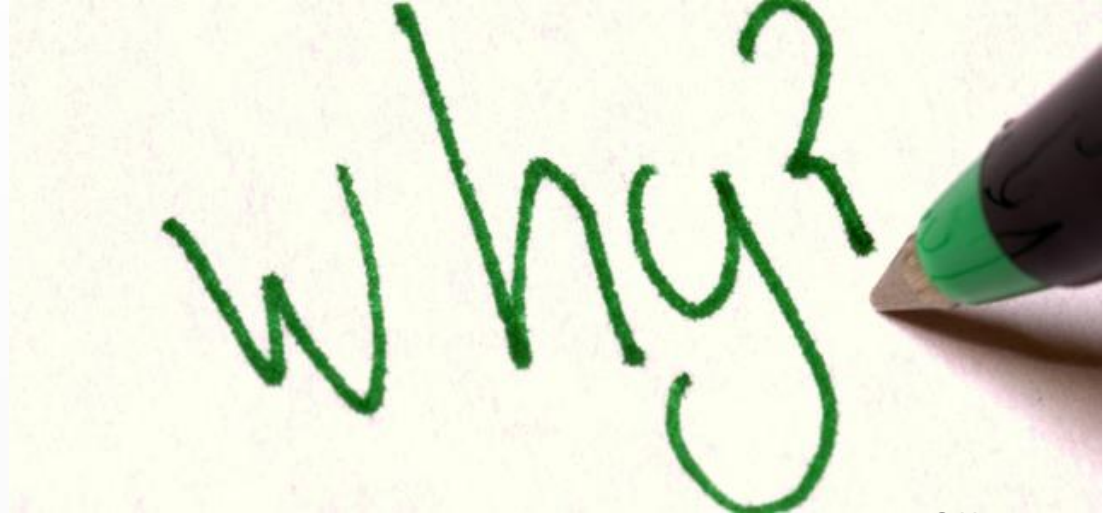


A leader in the field in some areas: ahead of larger organizations

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



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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



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Achieve goals: how?



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- 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



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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



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