

**REPORT FROM THE UN/CEFACT  
Promotion Advisory Ad hoc Group (PROMO)**

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This document contains a report of the activities of the Promotion Advisory Ad hoc Working Group since the September 1998 Plenary. It is for noting and information.

SOURCE: Chairman of PROMO

STATUS: Report

ACTION: For noting and information

## **Promotion Advisory Ad hoc Working Group**

### **1. Introduction**

The Promotion Advisory Ad hoc Working Group was created to improve and obtain name recognition for UN/CEFACT, also to get people to implement and use our products and motivate people to participate in UN/CEFACT's work. The target audience for promotion has been defined, at the UN/CEFACT Plenary and UN/CEFACT Steering Group (CSG) level, the target should be government ministers and the Chief Executive Officers of companies and at the working group level the manager level audience in both the public and private sector.

### **2. Development of a Communications Plan**

The group has decided that an integrated Communications Plan should be developed to provide the working groups with promotional guidelines on how to promote their work, to develop a common message for all UN/CEFACT participants and working groups when communicating to the outside world.

In order to develop this guidelines it is essential to have information from the working groups regarding their communications objectives of what they want to achieve, what their deliverables are, the audience for each deliverable, the reasons why the audience should be interested in the product and if there is a need to establish databases in support of promotional work.

The Plan will also consider the development of a database of journals and contacts, categorized by topic and country that could be used for press releases, promotion of conferences and general distribution of information. As well the identification of key individuals and international organizations and associations that can influence other organizations in order to target information to them and the organization of speakers bureau to support conferences and seminars organized by others with recommendations for speakers on UN/CEFACT and its work.

The issues concerning the correction of UN/CEFACT's image of being a European organization and the need to clearly associate CEFACT with the UN will also be taken into consideration in the Plan.

Meanwhile the Plan is completed the group have recommended that the working groups should promote the new UN/CEFACT logo and have requested that the CSG and all working groups place the logo on all literature and publicly distributed documents such as reports and approved working documents. Likewise it was recommended that the secretariat sent a letter to all national facilitation ("PRO") organizations giving them permission to translate UN/CEFACT's work into their national languages and then to publish it, with credit given to UN/CEFACT.

### **3. Promotion Group Meetings**

The group has met on the 15 September 1998 in Geneva and on the 27 January 1999 in Frankfurt in conjunction with the CSG meeting. It was agreed that the following meetings will be held in conjunction with the CSG meetings. The next meeting will take place back to back with the CSG meeting of the 21-25 June 1999 in Geneva.

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