

NIU LAO PDR COMMUNICATION ACTIVITIES AND RESULTS

OUTLINES

I. COMMUNICATION ACTIVITIES AND RESULTS

II. CHALLENGES

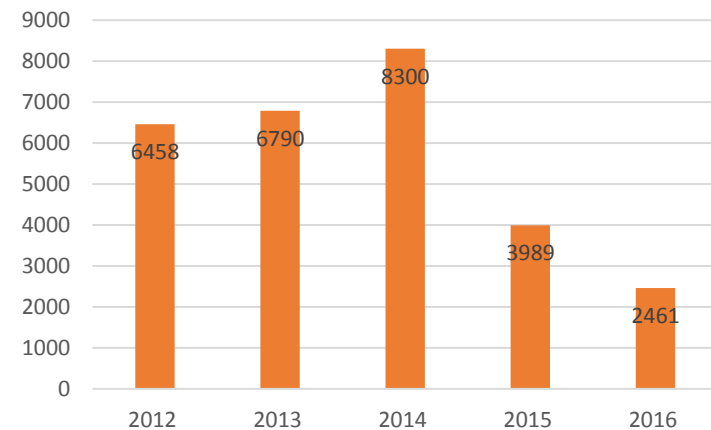
I. COMMUNICATION ACTIVITIES AND RESULTS

1. T4D WEBSITE: WWW.T4DLAOS.ORG

- REBUILT T4D WEBSITE AND PURCHASED FOR NEW DOMAIN NAME IN EARLY OF 2015
- DOWNLOAD FROM 2015 REACHED 36013 TIMES.

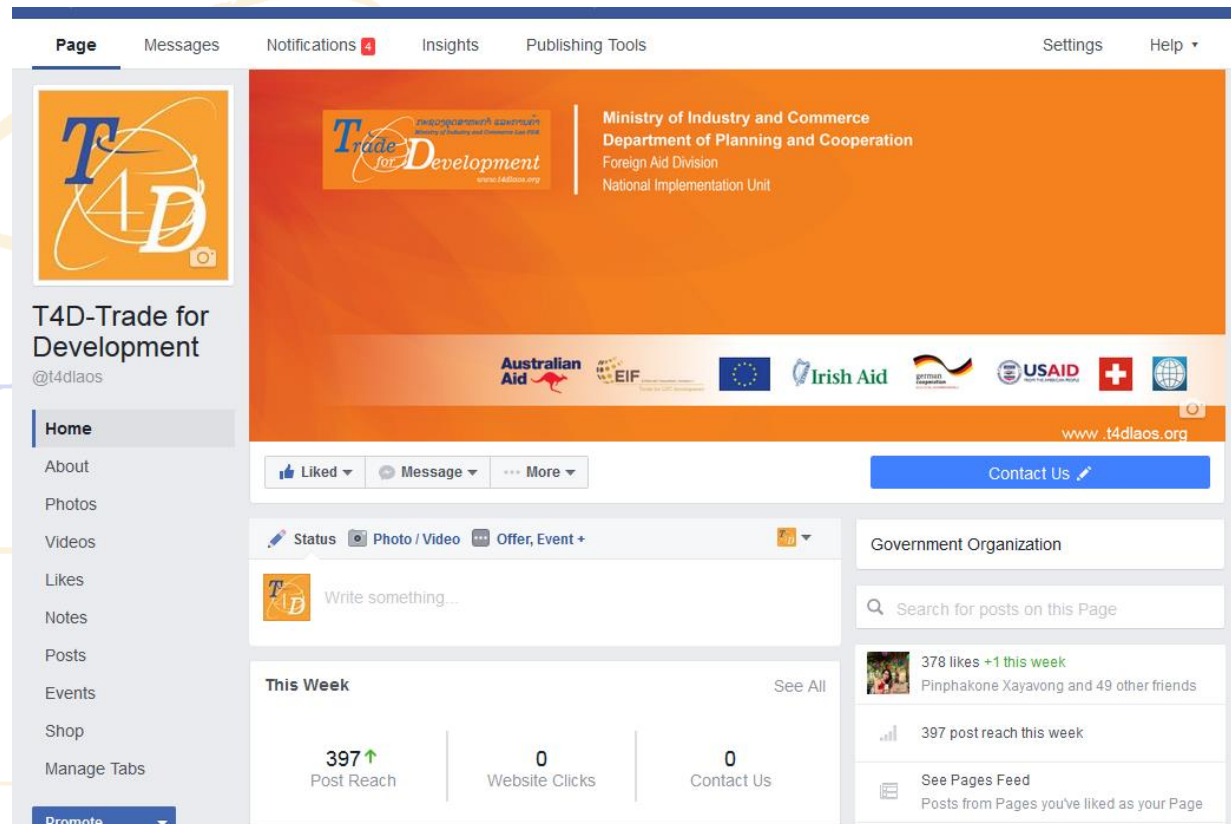


STATISTIC



I. COMMUNICATION ACTIVITIES AND RESULTS

2. CREATING T4D PAGE IN FACEBOOK: FACEBOOK.COM/T4DLAOS



I. COMMUNICATION ACTIVITIES AND RESULTS

3. DEVELOPMENT OF LAO TRADE MAGAZINE

- DISTRIBUTE FOR ALL MINISTRIES, INSTITUTES, PRIVATE SECTORS AND INTERNATIONAL ORGANIZATIONS IN LAOS AND SOME COUNTRIES
- THE LATEST PRODUCTION IS ISSUE 12TH IN THIS SEPTEMBER 2016
- PUBLICATION EVERY 6 MONTHS



I. COMMUNICATION ACTIVITIES AND RESULTS

4. PRODUCED SERIES OF PROJECT/TRADE INFORMATION

- BROCHURES
- REPORTS
- POSTERS/BANNERS



I. COMMUNICATION ACTIVITIES AND RESULTS

5. ATTENDING INFORMATION BOOTH DISPLAY IN SOME EVENTS



I. COMMUNICATION ACTIVITIES AND RESULTS

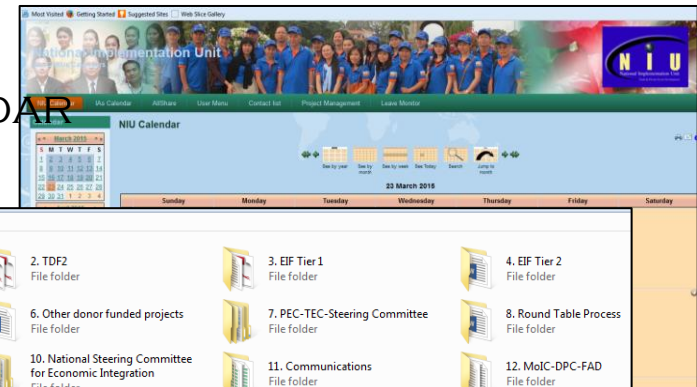
6. PRODUCED TOOLS AND EQUIPMENT WITH THE PROJECT VISIBILITY (PEN, USB, SHIRT, NOTE BOOKS...)



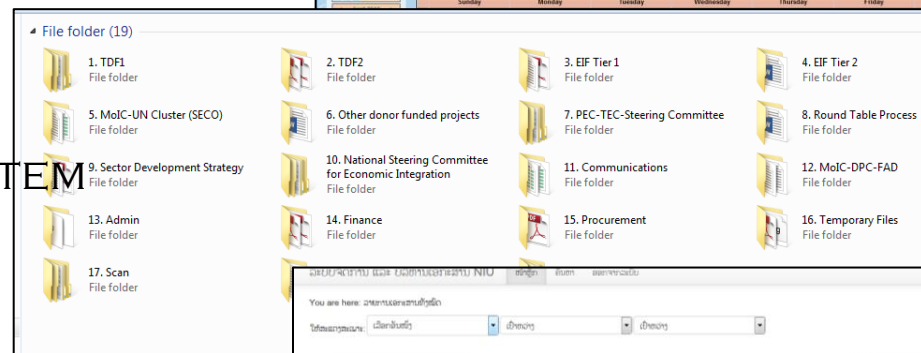
I. COMMUNICATION ACTIVITIES AND RESULTS

7. DEVELOPED INTERNAL NIU ACTIVITIES CALENDAR, SHARE FILES AND INTERNAL DOCUMENT MANAGEMENT SYSTEM

ACTIVITIES CALENDAR



SHARE/FILING SYSTEM



DOCUMENT MANAGEMENT SYSTEM

[illegible]

I. COMMUNICATION ACTIVITIES AND RESULTS

8. RE-DESIGNING PROJECT AND SUB-PROJECT LOGOS

8.1 PROJECT LOGO

- Developed the NIU corporate Identity guideline including redesigning the project, sub project logos, corporate color, font and templates after finished developing communication strategy in early of 2015
- Developed a donors visibility guideline



I. COMMUNICATION ACTIVITIES AND RESULTS

8. RE-DESIGNING PROJECT AND SUB-PROJECT LOGOS

8.1 SUB-PROJECT LOGO

TDF II, EIF, A2F AND RELATED PROJECT

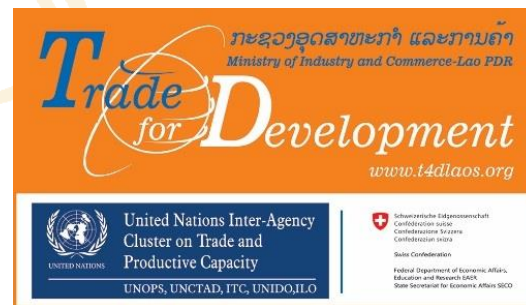


I. COMMUNICATION ACTIVITIES AND RESULTS

8. RE-DESIGNING PROJECT AND SUB-PROJECT LOGOS

8.1 PROJECT LOGO

LUNA, IDEAS CENTRE AND SECO PROJECT



II. CHALLENGES

- THERE IS NO ANY COMMUNICATION OFFICER IN THE IMPLEMENTING AGENCIES ➤ HARD TO COMMUNICATE AND GET INFORMATION ON TIME.
- GROWING OF THE PROJECT SIZE ➤ MORE ACTIVITIES INVOLVED
- COMMUNICATION TEAM HAS TO LOOK FOR 2 MAIN TASKS IN THE SAME TIME INCLUDING IT AND PR WORKS
➤ CANNOT FULFILL ALL ACTIVITIES ON TIME



THANK YOU

