

## **Nuggets: Friday, July 22**

- Statistics, we need more, perhaps a case exercise, how to analyze the data?
- Patti: Perhaps during our final session, we could have an exercise that asks, how would you analyze this, based on given data?
- Communication officers need outside help from statisticians to give a better impression of what is going on at the ground level; Local champions are required in the community when trying to devise a communication strategy
- Visualizing results
- Becoming difficult to keep up with the evolution of technologies, coming up with new strategies for new technologies, major challenge that shifts the landscape we are working in
- Patti: Communication people are pushing a lot of this evolution, CommGAP and the World Bank Institute and the technology people had this application promotion where they had a contest for people to develop new applications that was wonderful; One of the things that would be great, is for all of us to say what applications would make our lives easier
- Strategy for particular media outlets, the way information is sold must be tailored to the conduit of media and the audience
- Related to the previous days, all of these things we are learning and exploring are very important; Constantly thinking, okay I have a lot of tools, but you face a lot of barriers and blocks that make it feel impossible; Organizational barriers prevent our professionalism, theme that haunts us after every session
- Patti: Will address this in the leadership sections; Need to convince people above that this is what we need to be doing, or bypass them!
- With what happened in Tunisia and Egypt, the mind frame in the region among officials is changing towards the importance of communication and new media, this shift has occurred over the past few months
- Patti: In large part, the new technology issues are helping fuel that
- It is true that communication professionals are understanding that communication tools, message and social media etc are becoming more important in our world; Not sure if the outside world understand that this is the way forward, perception that they are still reluctant
- Patti: Need to determine how to sell the brand of communication
- Regarding social media, it is now so sexy and catchy, that bosses who are not communication professionals would like to use this tool for every single purpose (exhaustive) but its important that beyond the fun, we really need to understand how it works
- Communication is becoming a technical issue, but it is not just a service, it is a role that we have to play
- Can we reshape the event in a way that makes it attractive to the media to cover?
- What are our key performance indicators? Different terminology often used to explain the same thing, so how do we bring these together and devise a common language to unite us?