

Guidelines

1. **Define Objectives:** Articulate the objectives of the UN Science Summit. Determine the key messages to be conveyed and the desired outcomes of the event. These objectives will guide all communication efforts.
2. **Identify Target Audience:** Identify the primary and secondary target audiences for the summit. This may include government officials, scientists, researchers, policymakers, NGOs, and the general public. Tailor communication messages and channels to suit each audience segment.
3. **Craft Key Messages:** Develop concise, impactful, and evidence-based key messages that align with the summit's objectives. These messages should highlight the importance of science in addressing global challenges, promote collaboration, and emphasize the potential impact of scientific advancements.
4. **Stakeholder Engagement:** Identify and engage with key stakeholders involved in the summit, such as participating scientists, governmental representatives, and relevant organizations. Establish regular communication channels to keep stakeholders informed and engaged throughout the planning and execution stages of the summit.
5. **Media Outreach:** Develop a comprehensive media outreach plan to generate widespread coverage and create awareness about the summit. This should include press releases, media briefings, interviews, and op-ed placements in influential outlets. Leverage both traditional media channels (print, television, radio) and digital platforms (websites, social media, podcasts) to reach diverse audiences.
6. **Social Media Strategy:** Develop a robust social media strategy to engage the public and increase participation in the summit. Create dedicated social media accounts and utilize hashtags to promote the event. Regularly share updates, informative content, and highlights from the summit. Encourage stakeholders and attendees to share their experiences and insights on social media.
7. **Website and Online Presence:** Design a dedicated website for the UN Science Summit. Ensure that it provides comprehensive information about the event, including the agenda, speakers, registration details, and background materials. Regularly update the website with relevant news, press releases, and post-event resources.
8. **Content Creation:** Produce compelling content, including articles, videos, infographics, and podcasts, to showcase the summit's themes, highlight scientific breakthroughs, and promote discussions on relevant topics. Collaborate with scientists, experts, and influencers to contribute to content creation.
9. **Partnerships and Collaborations:** Collaborate with relevant organizations, scientific institutions, and industry leaders to enhance the summit's reach and impact. Establish strategic partnerships for joint communication efforts, content creation, and promotion. Leverage their networks and resources to amplify the summit's message.
10. **Post-Summit Communication:** Plan post-summit communication to sustain momentum and foster continued engagement. Share comprehensive reports, findings, and outcomes of

the summit with participants, stakeholders, and the wider public. Encourage ongoing conversations, follow-up actions, and collaborations to maximize the impact of the summit. This will focus on the UN Summit of the Future in 2024

11. Evaluation and Feedback: Regularly assess the effectiveness of the communication strategy by monitoring media coverage, social media engagement, website traffic, and attendee feedback. Collect feedback from stakeholders and participants to identify areas for improvement and implement necessary adjustments in future communication efforts.

<https://sciencesummitunga78.sched.com/event/1NvvV/convenors-training-session-communication-strategy>

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