

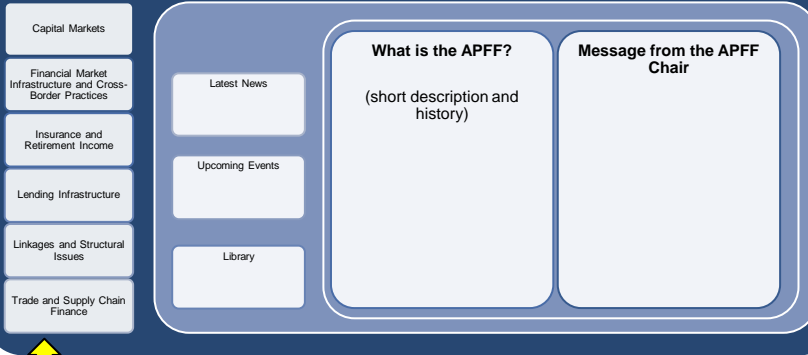
# APFF COMMUNICATIONS STRATEGY

## Elements (as discussed in Beijing)

- **Website**
  - ▣ *First step: Use the ABAC Online website*
- **Identify superior online solution**
  - ▣ *Providing online information*
  - ▣ *Facilitating communications within/across work streams (including members-only pages)*
- **Volunteers to write articles, speak in relevant conferences to promote APFF**
- **Regular media releases**

# Website – First step: Initial suggestion

## Asia-Pacific Financial Forum (APFF)



Each Work Stream / sub-stream to suggest structure, content and links of their respective sections. Each section can be divided into sub-sections for individual sub-streams

# First steps in media outreach: Examples

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The screenshot shows the Clear Path Analysis website. The main content area features a white paper titled "Fund Technology, Data and Administration, APAC" published on 26 January 2015. A yellow callout box on the left contains the text: "White Paper contributed by APFF Capital Markets Asia Region Funds Passport Sub-Stream under joint authorship of APFF Chair and Sub-Stream Sherpa". A yellow arrow points from this box to the white paper title. The website also includes a search bar, a login form, and a shopping cart section.

Suggestions welcome for further discussions  
at ABAC II (Mexico meeting)

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