



THE ASIA-PACIFIC FINANCIAL FORUM
SUMMARY OF OUTCOMES: SPECIAL MEETING ON COMMUNICATIONS STRATEGY,
23 FEBRUARY, HONG KONG, CHINA
As of 10 April 2015

1. Online Presence

- a. Discussion: The choice of options depends on the objective. The official APEC website is an excellent platform for creating awareness due to its wide reach. The ABAC website is useful for posting and downloading documents but has limited public visibility and is not yet optimized for public outreach. Social networks like LinkedIn and Facebook are used effectively by various groups and institutions to promote awareness and as an online collaboration tool, but not everyone in APFF is enrolled in these networks. Creating APFF's own website could provide the best solution tailored to needs, but this will require resources currently not available and agreement of various stakeholders including ABAC and APEC Finance Ministries that will most likely take time to be reached.
- b. *Recommendation: Utilize and improve the APFF page on the ABAC website for the time being as an online tool for collaboration and discuss with APEC Secretariat regarding the use of the APEC website to promote the APFF. For the latter purpose, Mr. David Dodwell will contact Mr. Michael Chapnick, Director of Public Affairs at the APEC Secretariat.*

2. Audience

- a. *Recommendation: Key focus will be on the wholesale audience (industry associations, chambers, associations of regulatory bodies, etc.). APFF will also take advantage of opportunities to reach out to local audiences in order to promote support for initiatives and objectives.*

3. Content

- a. Discussion: It will be helpful to prepare core messages and material that effectively communicate what the audience should know about APFF and its activities. These could include briefing documents that can be easily and quickly read by interested people. There are two levels of content: the APFF generally, and the individual work streams, where discussions are more deeply technical. These should be promoted differently.
- b. *Recommendation: Identify and produce media material on APFF that can be made available to spokespersons through electronic copies or online.*

4. Media Outreach

- a. Discussion: On methodology, it was suggested (a) to focus on building relations with 3-5 people in the media who could be effective in bringing APFF and its objectives and activities to a wider audience, for example, by inviting such people to lunch to have the discussion; (b) to incorporate these into the schedules of APFF spokespersons and leverage the offices of APFF members in various locations across the region to arrange such meetings; and (c) to take advantage of a few selected events (e.g., 3-6 per year) such as the APEC Finance Ministers Meeting to reach out to the media. On geographical focus, it was suggested that APFF might want to focus active media outreach in key regional financial media centers such as Hong Kong, Singapore and Tokyo. It was also discussed whether it would be beneficial to attract a boutique media firm to offer pro-bono services to APFF, but it was concluded that this would not be suitable.

- b. *Recommendation: (a) Identify 3-5 media people to engage and schedule discussions between them and selected spokespersons. (b) Identify key events including the AFMM and activities to engage media.*

5. Spokespersons

- a. *Recommendation: (a) Spokerpersons should be the APFF Chair and Coordinator + sherpas and a few other selected collaborators. (b) Media training sessions for spokespersons should be organized.*

6. Management of communications strategy

- a. *Recommendation: This would be the responsibility of the APFF Chair and Coordinator assisted by a Communications Strategy Group composed of sherpas, a few selected volunteer collaborators and media experts from APFF participating entities. This Group will meet regularly to develop and implement the APFF Communications Strategy. Initial members of this Group would be as follows:*
 - i. *APFF Chair*
 - ii. *APFF Coordinator*
 - iii. *Work Stream and Sub-Stream Sherpas*
 - iv. *Mr. Pieter Bakker, State Street (Head of Public Relations)*
 - v. *Mr. David Dodwell, ABAC Hong Kong*
 - vi. *Ms. Karene DuFour, Deutsche Bank (Head of Media Relations)*
 - vii. *Ms. Christina Ellerker, Goldman Sachs*
 - viii. *Ms. Corliss Ruggles, ASIFMA (Head of Communications)*