PROMOTION AND MARKET DEVELOPMENT COMMITTEE

International Coffee Organization
5 March 2014
London, UK
SHORT-TERM OBJECTIVES

- Engage existing and new audiences on social media
- Foster existing and create new relationships with members of the media—both traditional and online
- Organize with members of the Multi-Stakeholder Network to assist with targeted ICO messaging
MEDIUM-TERM OBJECTIVES

- Design new Communications Strategy based on Operations Strategy
- Completely redesign the ICO website
- *CoffeeClub Network* to be merged into new ICO website in the Blog/News section
- News section will feature ICO projects, economic studies and statistics as well as relevant information on quality, health, and sustainability
MEDIUM-TERM OBJECTIVES (cont.)

- Move to Google Apps for improve internal and external communications
- Upgrade internet infrastructure at the ICO headquarters
- Upgrade statistics software and report dissemination methods
LONG-TERM OBJECTIVES

- Engage key audiences of the ICO, journalists, and bloggers, in key ICO projects and information to become the leading international research and extension hub of the coffee sector.
EXPECTED OUTCOMES

- Increased public understanding of issues affecting the coffee sector
- Higher efficiency in statistical information collection and dissemination
- Increased usability and visits to the ICO website and social media sites
- Greater efficacy and organization in communications between staff and with members