

A scenic photograph of a sunset over a body of water. The sky is filled with soft, orange and pink clouds. In the foreground, several people are silhouetted against the water, standing in small boats. One person in the left boat is holding a fishing net. The overall mood is peaceful and natural.

GREATER MEKONG COMMUNICATIONS PROGRAMME & KNOWLEDGE MANAGEMENT



WWF GREATER MEKONG - Communications

Communications at WWF-GREATER MEKONG PROGRAMME

Promoting the work we do (Communicat

Media / Donor Field Visits
News Pieces / Expert Inputs
Radio/TV/Press
Website/Online
Social Media
Special Events
Conferences
Corporate and Public Partnerships

Keeping ourselves informed

(Knowledge Manag

Internal newsletters
Shared Drives
Intranet
Field data archives
Case studies
Workshops
Media Training
Project Reports
Concept notes



WWF GREATER MEKONG - Communications

Communications at WWF-GREATER MEKONG PROGRAMME

Advocacy/Donor Mobilization

Governments
Public Sector
CSO
Academia
Private Sector
Donors

Visibility/Media/Online

Local News & Media Outlets
Website
Social Networks
WWF-Network
International News & Media
Branding/Marketing
Publications

Advocacy & Policy

- Forums
- Technical Workshops
- Working groups
- Academia
- Senior Level Meetings
- Policy Papers and Concept Notes





WWF GREATER MEKONG - Communications

Communications at WWF-GREATER MEKONG PROGRAMME

Advocacy/Donor Mobilization

Governments
Public Sector
CSO
Academia
Private Sector
Donors

Visibility/Media/Online

Local News & Media Outlets
Website
Social Networks
WWF-Network
International News & Media
Branding/Marketing
Publications



Resource Mobilisation

- Media (Print and Electronic) For Donors
- Project Media Outputs And Visibility
- Donor Networking
- Public Sector Partnerships
- Private Sector/Corporate Partnerships
- Senior Level Events with Donors





Visibility

- Branding/Logo/Organizational Identity
- Press/Media Outreach
- Materials For project/programme visibility (Posters/Calendars/Stand-Alone Signs/T-shirts etc.)
- Digital Assets (web and emails banners/artwork, photo & video, reports/factsheets etc.)
- Publications (ePDF and hardcopy)

the Power Sector Vision amongst energy sector professionals, with more emphasis on technical aspects of the report. Dates for these technical workshops will be set for the month of April.

at a glance EVENTS & DATES

Lead-up

Fri 12 Feb:	University Presentation 1 at Faculty of Forestry, Lao National University
Fri 26 Feb:	University Presentation 2 at Faculty of Environmental Sciences, LNU
Fri 11 Mar:	University Presentation 3 at Faculty of Forestry, LNU
Mon 14 Mar:	University Presentation 4 at Faculty of Environmental Sciences, LNU

Main events

Thu 17 Mar:	Press/Conference (Time and Venue TBA)
Fri 18 Mar:	Power Sector Vision report launch (2 p.m. venue TBA)
Fri 19 Mar:	Earth Hour 16 celebration at WWF offices in Vientiane (8:30 – 9:30 p.m.)

Post-event workshops:

April:	3 technical workshops for energy professionals from government, civil society and private sector. (Dates and venue TBA)
--------	---

A large, stylized black and white panda logo in the bottom right corner of the page.



Resource Mobilisation

- Media (Print and Electronic) For Donors
- Project Media Outputs And Visibility
- Donor Networking
- Public Sector Partnerships
- Private Sector/Corporate Partnerships
- Senior Level Events with Donors



Media

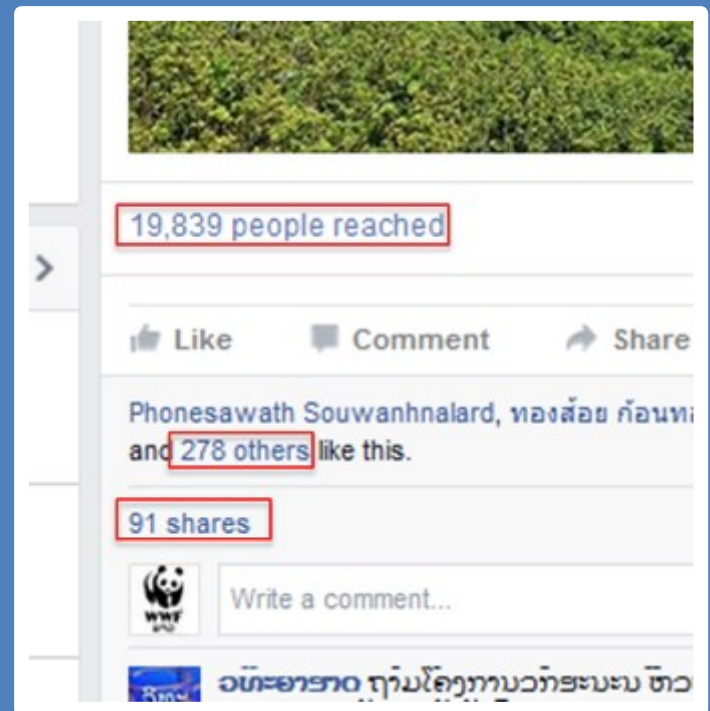
- Press
- TV/Radio
- Materials for Media and Press (Press Releases/Fact Sheets/External Newsletters etc.)
- In-house media products (videos/photos/info graphics/etc.)





Online

- Website (Country/GMP/Global)
- WWF-International Network
- Facebook
- You Tube/Twitter/Instagram (pipeline)
- Other Digital Platforms (i.e. GLOBIL story maps)





Knowledge Management

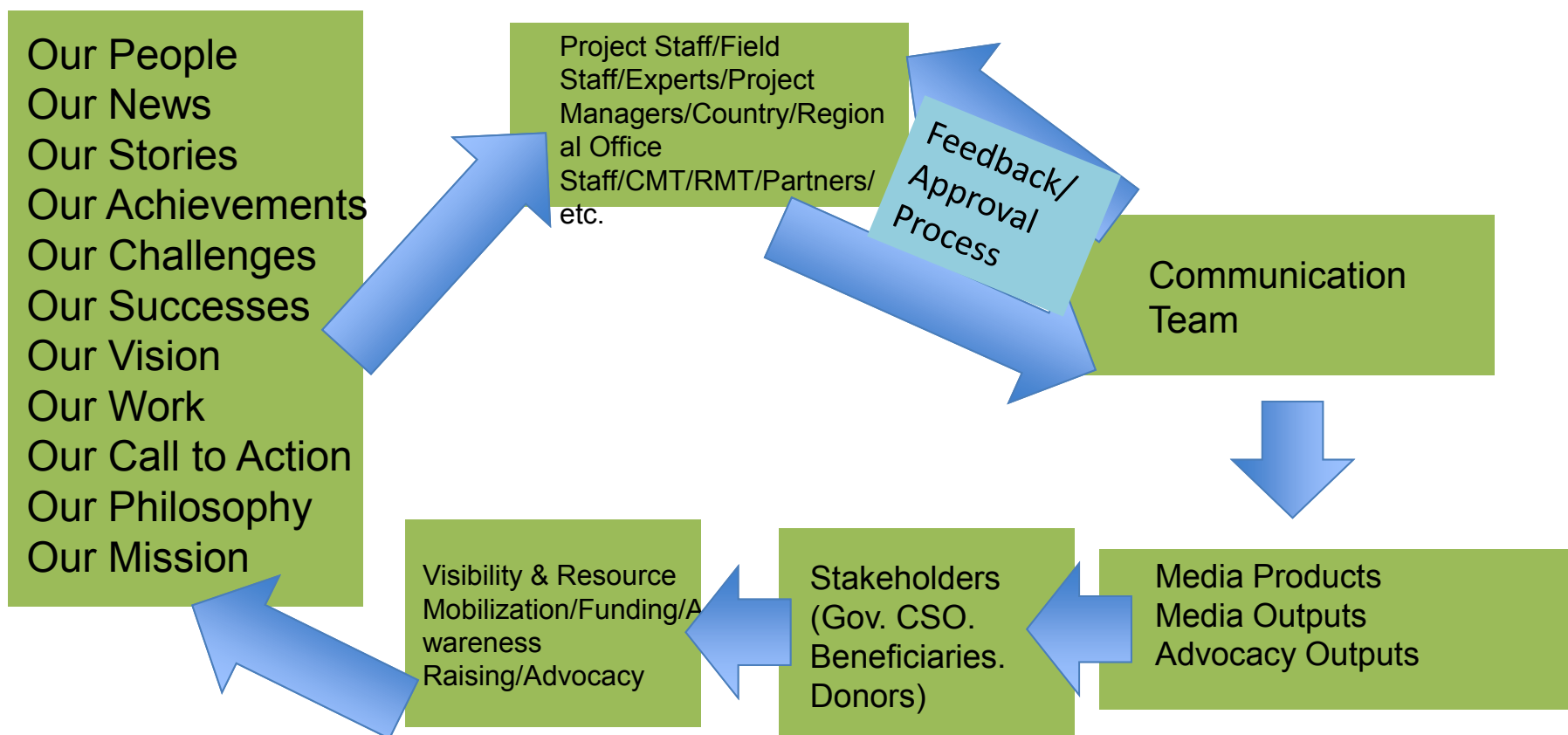
- The Mekong Messenger (GMP)
- Weekly Digital Update (Global)
- The Hive
- One WWF Intranet
- WWF 'Basecamp'
- GLOBIL Maps / ARC GIS





How it works

at WWF Greater Mekong Communications





Who We Are

WWF Greater Mekong
Communications Team

What We Are

Experts in Journalism, Communication Design, Media Production, Branding and Digital Asset Management, PR and Events, Marketing, Resource Mobilisation, Knowledge Management.

What We Do

Strategize, conceptualize, draft/coordinate for input/finalize/share and publish copy (text), layouts & graphics, produce media (in-house and commissioned), provide comms advice to Staff

What We Don't Do

Mitigate Internal Conflicts / Investigate/Audit Project Activity / Draft Project Reports / Etc.



We are here to tell **our**
stories and to show our
network and the world
the importance of our
work.

Thank you!

Communications & Knowledge Management – WWF Greater Mekong

