

REGIONAL IP PUBLIC EDUCATION AND AWARENESS STRATEGY:

RAISING AWARENESS & PRACTICAL
KNOWLEDGE OF STRATEGIC
INTELLECTUAL PROPERTY MANAGEMENT





REGIONAL IP PUBLIC EDUCATION AND AWARENESS STRATEGY

(For Stakeholders)

The ASEAN Secretariat
Jakarta

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DISCLAIMER

This Strategy and Resource Kit is designed for IP Educators working in IP Offices of ASEAN Member States. The information assumes some prior knowledge through the AANZFTA IP Public Education and Awareness (PE & A) Community of Practice (CoP) workshop, held in Bangkok, Thailand in May 2013 and the online CoP (e-CoP) interaction. This Strategy and Resource Kit may be suitable for use by third parties, and could be used to assist government, university and business advisory interests in dealing with businesses and IP creators.

The Strategy and Resource Kit proposes priorities, tactics and outcomes to guide the effective planning and implementation of IP PE & A activities that target business and IP creators. It identifies potential target audiences, communication objectives and key messages. This is a directional document and IP offices should modify components of the Strategy to suit individual needs and available resources.

The Kit contains useful material for panning, tailoring, implementing and evaluating IP PE & A activities. These can be used by IP Educators to devise or enhance outreach programs and/or evaluate the effectiveness of activities.

In aid of understanding, some examples have been provided but these are mere illustrations and do not provide judgment and do not constitute commercial advice. Views or conclusions may have also been expressed but these should not be taken as legal or commercial advice.

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This Strategy and Resource Kit does not reflect the views of the Parties to the Agreement, the ASEAN Secretariat, Australian Government or MFAT.

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The background features a complex, abstract geometric pattern of overlapping, semi-transparent lines in various shades of orange and brown. The lines are arranged in a way that creates a sense of depth and movement, with some lines appearing to cross over others. The overall color palette is warm and monochromatic, ranging from light yellow to deep brown. The text 'EXECUTIVE SUMMARY' is centered in the lower half of the page, rendered in a bold, black, sans-serif font.

EXECUTIVE SUMMARY

EXECUTIVE SUMMARY

Few businesses trading in the Southeast Asian region appreciate the business opportunities that the ASEAN Australia New Zealand Free Trade Area (AANZFTA) and the 2015 ASEAN Economic Community (AEC) have and will open up. Strategic IP business asset management is key to taking advantage of these market opportunities.

The AANZFTA ECWP Fund supports the development of this Strategy. The fund was established to help parties benefit from the establishment of AANZFTA. The development of content followed the inaugural meeting of the AANZFTA IP Public Education & Awareness (PE&A) Community of Practice (CoP) held in Bangkok, Thailand in May 2013. The formation of the CoP including an online forum facility (e-CoP) directly addresses (and this Strategy supports) *Chapter 13, Art 9(5)* of the Agreement:

THE PARTIES SHALL ENDEAVOUR TO CO-OPERATE IN ORDER TO PROMOTE EDUCATION AND AWARENESS AND ENFORCEMENT OF INTELLECTUAL PROPERTY RIGHTS

This document also supports the five initiatives that underpin *Strategic Goal #3 of the ASEAN IPR Action Plan 2011-2015* – to assist with increasing access to IP information and improving awareness in the region. These initiatives and the progress toward their achievement have been considered in developing this Strategy.

THE STRATEGY AND RESOURCE KIT

The Strategy provides a flexible work plan and supporting Resource Kit, to help AMS IP Educators encourage IP creators and owners to incorporate IP into their business plans and management practices.

The Strategy consists of a four-stage work plan. Implementation timeframes have been included as a guide only. AMS IP educators can modify or tailor activities to suit their needs. All stages can be implemented ASEAN-wide or progressively rolled out. However, greatest impact will be achieved if the stages are implemented in the sequence the Strategy suggests.

RECOMMENDATIONS FOR AMS IP EDUCATORS AND STAKEHOLDERS

The following recommendations should be considered:

- ▶ A collaborative approach to IP PE&A outreach in the region is supported, including this Strategy;
- ▶ The guiding principles for best practice government information campaigns (outlined on page 9) are adopted, distributed, promoted and embedded into all future PE&A activities;
- ▶ The e-CoP is utilised to its fullest capacity to ensure peer-to-peer sharing of knowledge, information and experiences;
- ▶ AMS IP Offices note and implement the framework, using the Kit to assist;
- ▶ AMS IP Offices evaluate all activities under the Strategy to demonstrate effectiveness and relevance to target audiences;
- ▶ The final Strategy and Kit be distributed (electronically and if funds available, as printed versions) to all AMS IP Offices;
- ▶ The AANZFTA Committee considers distribution of the Strategy section of this document and use of the document by third parties.

BACKGROUND

In February 2013, the AANZFTA IP Committee initiated the *IP PE&A Community of Practice and Strategy Project*. Under the Terms of Reference, the main objectives of the project are to:

- ▶ plan and facilitate an IP PE&A brainstorming session to inform development of an IP PE&A Strategy;
- ▶ analyse current IP PE&A activities in the region, including the outcomes of the AANZFTA IPC IP Education and Training Workshop, in order to include successful approaches to IP PE&A in the Strategy; and
- ▶ deliver a regional IP PE&A Strategy.

ENVIRONMENTAL SCAN

The scan of the region's IP regimes and AMS PE&A activities was designed to gain baseline information for discussion at the workshop. The full version of the scan was presented to workshop participants and published on the e-CoP. The scan, conducted between February and May 2013, involved:

- ▶ an AMS IP Office website review,
- ▶ pre-workshop survey,
- ▶ desk research including a literature review and media scan, and
- ▶ SWOT analysis.

The scan highlighted the significant changes IP regimes in the ASEAN region are undergoing over the next couple of years; particularly those brought about by accession to international IP treaties. Consequently, there is a pressing need to inform international and domestic audiences of the implications of these changes for those seeking to protect and commercialise IP in the region.

This position is supported by ongoing media coverage and calls to government agencies to address the information gap that private enterprise experiences. According to a recent survey, the majority of Thai enterprises (particularly in rural areas) are unaware of economic integration through the ASEAN Economic Community (AEC) and how it will affect them.¹

The scan also revealed many common IP PE&A issues, audiences and themes including: enforcement of IP, research and development, universities, and IP management in business, copyright and traditional knowledge. The scan failed to reveal any consistent narrative tailored for business audiences across the region. This means many businesses relying on government information sources will have gaps in knowledge and understanding of IP issues.

The scan found a strong case for building on existing efforts, particularly collaborating across the region to achieve a consistent voice and message. This approach will lead to stronger penetration of the IP message and greater effectiveness of efforts.

¹ <http://asean-business-news.com/thailand/economy/most-smes-not-eady-for-aec/>

GENERAL OBSERVATIONS AND TRENDS

- ▶ AMS government agencies appreciate that IP is a key business development driver and IP protection a platform for national, regional and global competitiveness.
- ▶ IP PE&A activities are conducted by a diverse range of government agencies, teachers and legal academics, patent attorneys and industry training organisations. There is a strong case for collaboration to maximise audience reach, deliver consistent messages and share resources. For example, several AMS have conducted World IP Day events with music and film industry IP education partners and alliances.
- ▶ Several AMS will be updating national laws to include provisions relating to international conventions, treaties and agreements (e.g. the Madrid Protocol international trade mark filing system and Hague Agreement international design filing system) before or during 2015. Although these changes are not specifically driven by AEC, there is a clear need and obligation for AMS to communicate the changes over the next two years, and their implications for affected audiences.
- ▶ It is common for AMS IP Offices to have a website (either via the Home Ministry or directly), and increasing reliance on providing up-to-date information via social media (especially Facebook®, Twitter® and YouTube®). However, several Offices do not have an English equivalent website which could make it difficult for non-domestic searchers to find relevant information. The AEC and ASEAN websites do to some extent, fill this gap. However, more prominent linkages from AMS IP Office sites to these sites could improve access to information from outside the ASEAN region.
- ▶ Much of the PE&A information on government websites tends to be highly technical, focusing mainly on legislative change without much information on the benefits of the changes to business. This, in addition to language barriers is a likely reason the message may not reach private enterprise – even if businesses are actively seeking information. Appeal and tone of the information is critical when communicating with business.
- ▶ Social media platforms may not be the best channel for AMS IP Offices to communicate with the general public Asia-wide due to relatively low connectivity (regionally approximately 38%², with high reliance on internet café access). In contrast, mobile Internet connectivity is high in the business community, with potentially greater opportunities.
- ▶ There needs to be greater use of case studies where local businesses have successfully leveraged IP rights to show the value of IP assets.
- ▶ There is a need (and opportunity) for AMS IP Offices to conduct PE&A research to inform future activities. Simple, low cost suggestions include: email questionnaires to current customer base and/or a simple survey on IP Office websites
- ▶ Intergovernmental opportunities are not fully exploited. Efficiencies can be made when government takes a consolidated approach to deliver information to target audiences (for example, information and services to small businesses like the New Zealand “One Check” quick fire trade mark, company name and domain name search tool hosted by business.govt.nz).
- ▶ There is good evidence of strong partnerships with tertiary education institutions and business chambers. This should be noted where AMS IP Offices are not interacting with these stakeholder groups.

2 <http://www.aseanstrategic.com/2011/07/asean-internet-surveys-singapore-has.html>

MAY 2013 WORKSHOP

A key feature of the project was the Community of Practice workshop which brought together representatives of all AMS IP Offices or Ministries, participants from stakeholder countries – Australia and New Zealand – and expert speakers selected by the consultants.

The workshop was a unique opportunity for AMS to share and learn from each other's PE&A experiences; it validated a number of the pre-workshop survey findings. Discussion focused around the target markets and key messages for the regional PE&A Strategy. A SWOT analysis of the region's PE&A efforts performed during the workshop suggested tools that would assist with extending current PR&A repertoires. Experts from private industry, government Ministries and stakeholder countries provided insight to elements of their PE&A work.

The information gleaned from best practice PE&A within the region and opportunities for future exploitation were distilled and incorporated into this Strategy.

BEST PRACTICE COMMUNICATION PRINCIPLES

A major theme of the Bangkok workshop was determining best practice for public information campaigns and formulating a set of principles³ to guide future AMS IP PE&A activities. Effective, up-to-date case studies from Government information campaigns, including health, regulatory and business sectors examples were analysed and critical elements, particularly awareness, behavioural and attitudinal change identified.

The following best practice principles are designed to help AMS IP Educators enhance their IP PE&A programs and assist with planning, implementation and evaluation. These principles were distributed and discussed at the workshop. They underpin the following Strategy with the elements of each included in the four work plan stages, and the Resource Kit.

1. Strategies need to respond to needs, wants and perspectives of the audience. Increasing awareness, influencing attitudes and behavior change should be the ultimate goal of IP PE&A activities.
2. Segment the market: audience segmentation enables IP Educators to gain a greater understanding of the market and speak the language of the target audience.
3. The 'offer' must be attractive to the target audience to motivate action. Motivation and behavioural change are not easy to achieve without offering a benefit to the audience.
4. Campaigns should be multi-faceted; messages need to be delivered via a number of different channels for effective dissemination, ensuring they are reinforced and retained.
5. Mass media and advertising can influence the opinions of many, however, the audience will be more willing to act on the information if it is received through a trusted community source (for example business advice from an accountant).
6. Case studies and storytelling are important and effective ways of reaching and motivating the audience.

3 <http://www.thereputationgroup.com.au/Images/library/Developing%20Innovative%20Campaigns%20to%20Enhance%20Public%20Awareness%20of%20Government%20Initiatives.pdf>

7. Partnerships and alliances extend audience reach and provide consistency in key messages from trusted sources. Seek partners with shared business objectives to enhance success.
8. Criteria should be applied to select appropriate ambassadors or champions in public information campaigns.
9. Market research should be utilised to understand problems and audience needs and to test messages and tools. A strategic approach includes meaningful evaluation of activities to understand whether or not the campaign has worked, to modify the campaign as necessary, and to demonstrate its effectiveness.
10. Sharing experiences is worthwhile; however, stand-alone campaigns must be fit for purpose for the target audience.

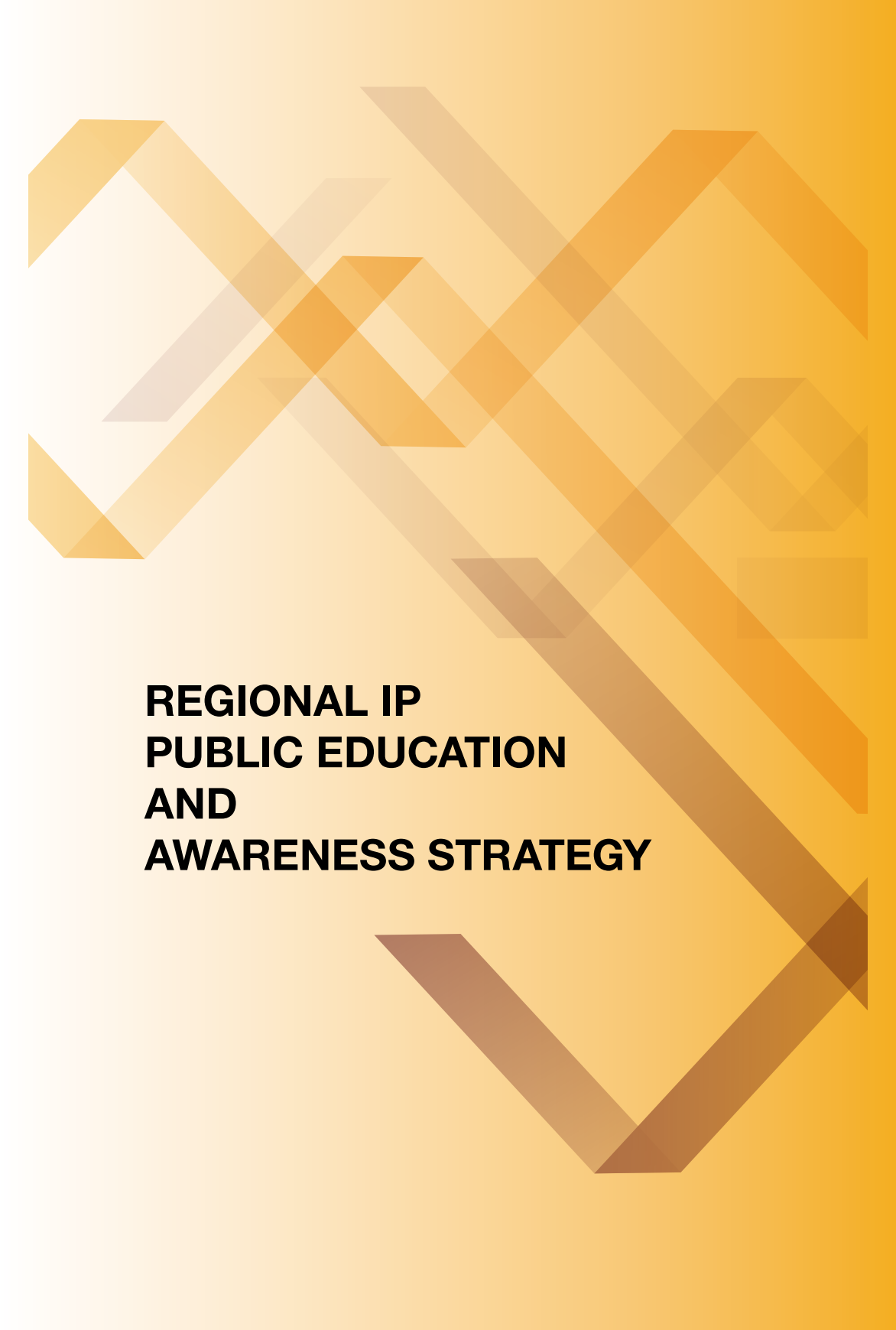
GOOD WORK FROM AROUND THE REGION

There are examples of good work and successful PE&A activity already being conducted in the region. These awareness activities can be drawn on as 'best practice' and act as a guide for other AMS Offices.

REGIONAL EXAMPLES OF BEST PRACTICE

- ▶ Viet Nam's IP Office (VOIP) has created the perfect model for successful PE&A partnerships with the innovative television show 'Winning Brands'. The collaboration involves Viet Nam Television (VTV), National Office of Intellectual Property (NOIP), Viet Nam Chamber of Trade and Industry and Truong Thanh Media JSC to deliver a fun yet informative message to the audience.
- ▶ The Department of Intellectual Property Thailand recently capitalised on a highly topical issue for ASEAN countries with its ASEAN Economic Community seminar series, using experts from each country to explain the intricacies of IP law in that nation.
- ▶ The Intellectual Property Office of the Philippines (IPOP HL) has launched a program to establish Innovation and Technology Support Offices (ITSO) within universities and higher education institutions, using a 'franchise-style' model.
- ▶ Using market research, IP Australia devised an outreach program to support a large unrepresented group of indigenous individuals and businesses to help them embrace IP.

These case studies are provided in full in the Resource Kit as a guide for IP Educators.



**REGIONAL IP
PUBLIC EDUCATION
AND
AWARENESS STRATEGY**

REGIONAL IP PUBLIC EDUCATION AND AWARENESS STRATEGY

This Strategy aims to provide a framework for AMS PE&A plans, priorities and outcomes so IP Educators can effectively plan and implement activities that target regional businesses and creators in the lead up to ASEAN economic integration. With minor adaptation it can also be used post 2015.

Having a Strategy in place is more likely to achieve more effective use of the IP system by businesses and IP creators, through targeted, consistent information. This means:





- ▶ There is a plan where all activities have a place and a purpose, which can be tracked back to a key objective or goal; the key opportunities to broadcast the IP message are identified, and consistent IP messages link back to the overall message on the importance of IP in light of ASEAN economic integration. Post 2015, the messages can continue to focus on accessing greater market opportunities through effective IP management.
- ▶ The plan aims for more than simply raising awareness, but over time, more effective use of the IP system can be achieved by encouraging stakeholders and business groups to consider IP issues and change their management processes. This includes engaging with stakeholders throughout, use of social media platforms as well as traditional media. The Strategy suggests optional proactive activities where resources are available.
- ▶ Progress is measured. The impact of outreach activities is measured throughout the Strategy, and activities are adjusted where necessary to ensure their ongoing contribution to the achievement of objectives. This measurement can also demonstrate success and add to the business case for additional funding and support by Ministries.

The following work plan has been designed specifically for AMS, based on their requirements for easy- to-implement, low cost activities and the CoP's request for a set of useful resources. The work plan guides the user through a process of:

- ▶ assessment of current PE&A activity;
- ▶ analysis of the information needs and channel preferences of key audiences;
- ▶ setting objectives;
- ▶ designing an activity implementation plan;
- ▶ determining messages, channels and appropriate tone;
- ▶ practical implementation of the outreach activities; and
- ▶ evaluation measures at each stage.

An overview of the Strategy for AMS IP Offices follows, with indicative timings for each activity, key components of the accompanying work plan are provided as a guide only.

TABLE 1: PE&A FRAMEWORK – OVERVIEW OF STAGES

STAGE	TIMING	FOCUS	COMMUNICATION OBJECTIVE	OUTCOME
1 Establish	8 weeks	Set objectives and priorities	<ul style="list-style-type: none"> Establish current PE&A situation and benchmarks. Establish relationships with key influencers – find out what they already know, and need to know about IP. Establish context of ‘why’ IP is important and ‘what’ is happening in the lead up to 2015, and ‘when’ it is particularly important to focus on IP. Update PE&A materials on website to match campaign key messages. If there is no AMS IP Office website – refer target audiences to ASEAN IP Portal. 	Inform 
2 Enhance	8 weeks	Design materials and supporting tools	<ul style="list-style-type: none"> Enhance message tools, activities and editorial planned for the target audience/s based on findings from Stage One. Gather and share information and insights with influencers, government stakeholders and Ministry. Create a promotional plan to record all activities, opportunities and channels. 	Engage 
3 Excite	20 weeks	Implementation	<ul style="list-style-type: none"> Communicate the value of IP and empower business to educate themselves / make changes now. Deliver proactive bursts of activity e.g. editorial, tradeshow, social media, across multiple channels. 	Involve/ Empower 
4 Embed and Evaluate	4 weeks	Evaluate tactics against objectives and refine for next steps	<ul style="list-style-type: none"> Evaluate all activities. Gather and share implementation related ideas and information. Decide the revisions that are required for forward activities. 	Change 

OVERVIEW OF RESOURCE KIT

Attached to this Strategy is a Resource Kit with a set of stand-alone fact sheets that provide guidance or further information on topics relating to IP PE&A.

The fact sheets were based primarily on advice sought by participants at the Bangkok workshop.



HANDY HINT: USE OF THE  ICON THROUGHOUT THIS DOCUMENT INDICATES THAT THERE IS A CORRESPONDING FACT SHEET.

COMMUNICATION OBJECTIVES

This Strategy provides AMS IP Offices with ready-made communication objectives, key messages and audience profiles. These serve as a guide only, and can be modified to suit the existing priorities of each IP Office. The communication objectives set out below are based on workshop feedback:

Awareness

- ▶ To increase awareness of the key IP issues for business growth (i.e. identifying, protecting, commercialising, valuing, and enforcing IP).
- ▶ To increase awareness of the link between the effective management of IP and business success. In particular, highlighting when and where IP management is critical in the business growth cycle.
- ▶ To increase awareness of the benefits to the region of ongoing IP management and legislative changes to the IP system in readiness for AEC 2015.

Attitude

- ▶ To build positive attitudes towards AANZFTA and AEC integration.
- ▶ To raise appreciation that effective IP management should be given urgent priority.
- ▶ To increase acknowledgment of improved enforcement and strengthening of systems.

Behaviour

- ▶ To increase business and IP creators' attempts to actively secure more information on IP. For example: visits to website, sharing of social media content, media reports.
- ▶ To increase the likelihood that businesses and IP creators will employ effective strategies to include IP as part of their overall business/export/growth plan.
- ▶ AMS IP Offices and relevant ministries foster use of the Regional IP Public Education and Awareness Strategy when planning programs and enhancing activities.

TARGET AUDIENCES

Business (including trusted advisors)

Small and medium sized businesses (SMEs) and intermediaries should be a focus for PE&A activities. This is due to the large size of the sector and its contribution to AMS economies. It is well documented that to achieve economic development and prosperity, SMEs must be more aware of intellectual property issues.⁴

Workshop discussions around the information needs, motivators, and barriers hindering use of the IP systems revealed that businesses had the highest need. SME Businesses frequently reported a lack of awareness, rarely had an IP Strategy in place or any inclusion of IP in their broader business strategy. The message for SMEs must be compelling, as they are largely driven by shorter-term needs like lifestyle, cash flow and time constraints, rather than longer-term strategies like IP management.⁵

Although messages will reach a large cross section of business, it is proposed that the primary target should be growing businesses with a strong need for IP information. Examples of growing businesses include those who are:

- ▶ Seeking investors or partnerships
- ▶ Acquiring a business, or about to start a business or franchise
- ▶ Looking to export
- ▶ Launching a new product or brand or wishing to commercialise a new invention.

Business intermediaries

Business intermediaries were also identified as a key target in the Strategy. The current focus on IP use for business is seen as an aid to national development ensuring regional and global competitiveness in the majority of AMS IP Offices. The use of strategic private-public partnerships can be effective in attracting additional resources to PE&A efforts. Hearing that message from a trusted business advisory source can assist with penetration and credibility of the IP message.

Groups that fall in the category of 'trusted advisor' for businesses include accountants, marketing consultants, lawyers, attorneys, business advisors, government advisory services and university- based commercialisation hubs.

Intermediaries can also include industry groups (particularly those from high growth industry sectors like ICT) and other government agencies. Export promotion bodies warrant attention as distributors of news and information that might help advance businesses looking to expand into new regional markets.

IP creators and universities

With growing prosperity, AMS are now spending larger percentages of GDP on research and development, which is boosting productivity.⁶ Through the pre-workshop survey, many of the AMS IP Offices revealed they are working with or targeting universities with outreach activities for IP education and awareness. This Strategy aims to build on that activity and ensure a consistent narrative in all PE&A activities leading up to AEC 2015.

4 Why Thai SMEs do not register for IPRs? A Cost-Benefit Comparison and Public Policies, Piriya Pholphirul and Veera Bhatiasevi and other sources).

5 Explaining the Lack of Strategic Planning in SMEs: the Importance of Owner Motivation, Calvin Wang, Janice Redmond, Elizabeth A. Walker, 2005

6 <http://www.luxresearchinc.com/news-and-events/pressreleases/151.html>

IP creators within universities include technology transfer Offices, inventors, researchers, and university administrators. IP topics of interest for this audience include: IP disclosure, ownership, patents, the commercialisation process and licensing.

Despite the differences in information needs between universities and businesses, there are common topics they should consider in the lead up to AEC 2015. IP creators and universities should also weigh up how to approach disclosure and ownership issues in a commercial context, to ensure they are well placed to benefit from the AANZFTA market and AEC launch. Information resources could be created using, for example, the University of Melbourne's Guide to Technology Commercialisation as a model.

THE UNIVERSITY OF MELBOURNE'S GUIDE TO TECHNOLOGY COMMERCIALISATION

A useful reference document for AMS

The University of Melbourne's [Guide to Technology Commercialisation](#)¹ is a plain English guide to the essential elements of technology commercialisation, and includes questions that researchers most commonly ask, and a step-by-step guide to commercialising a patent.

Although Australia and other countries treat patents differently, including the effects of early disclosure, the Melbourne University guide is a good example of a PE&A resource for this sector and for private enterprises working with inventors; it may serve as a useful reference document for AMS.

1 http://www.melbourneventures.com/news/PDF/mvpl_inventors_guide.pdf

KEY MESSAGES

Creating a consistent, focused and compelling IP message for target audiences is critical to the success of outreach activities in this Strategy. Once tested with local audiences, the following messages can be used to guide all PE&A activities, web content and materials to drive home the message that the time for action is now. The following list provides a starting point for AMS embarking on communication plans:

Why do I need to know about IP?

- ▶ AEC 2015 will mean greater market opportunities for IP savvy businesses to trade across borders.
- ▶ IP savvy businesses are preparing their IP portfolios now to gain the maximum commercial advantage from economic integration – don't be left behind!

What is IP?

- ▶ IP is all about business assets. IP can take many forms – both registered and unregistered. For example, patents for inventions, trademarks for logos and names, copyright for original creative works.
- ▶ Protection of IP rights helps you protect your creative efforts from competitors and unauthorised use.
- ▶ Intellectual property rights are a key factor in the competitiveness of your business in the regional economy.
- ▶ Intellectual Property rights will help to establish your place in the market.

What is happening with IP protection systems in the lead up to ASEAN Economic Integration 2015?

- ▶ There is continued reform of IP systems in readiness for 2015, to address evolving demands of the IP landscape, and Free Trade Area markets.
- ▶ IP legislative reform will help businesses to access protection mechanisms for increased ability to enforce their IP, to help protect innovations from unauthorised use.

When do I need to consider IP in my overall business plan?

- ▶ Reviewing IP assets should form part of any overall business management strategy. This is especially important to the business owner planning to buy, sell, or merge with an existing business.
- ▶ Identifying your IP and seeking advice on IP management issues is important prior to approaching potential investors, exporting goods and services, commencing a joint venture or signing a license agreement.

How will my business benefit?

- ▶ IP can make your business stronger – create new assets, secure market share and establish new partnership opportunities.
- ▶ IP can be a valuable source of cash-flow for SMEs through licensing deals or selling IP rights.
- ▶ IP product labelling sends a signal to customers that they are buying an authentic product, tell competitors you are serious about protecting your business assets, and help to attract investors or partners.

What can I do now?

- ▶ Seek out more information on IP, including from the ASEAN IP Portal www.aseanip.org.
- ▶ Seek expert advice.
- ▶ Employ an effective IP management strategy for your business.
- ▶ Include IP as part of your overall business strategy, especially if you are looking to export.
- ▶ Take advantage of systems already in place to assist businesses with managing their IP, including ASPEC (ASEAN Patent Examination Cooperation program) and TM VIEW (free searchable trademark database which is particularly useful for businesses considering exporting to Europe).

Messages targeting partners and government stakeholders

It is important that key influencers understand IP in a broader context so they can fully support IPE&A activity promotion and engage with business and creators on specific IP issues. The following key messages may be relevant when communicating with partners and government stakeholders.

What is the role of IP?

- ▶ IP protection encourages innovative pursuits that benefit society (i.e. economic advantage, quality of life improvements, food security and environmental developments)
- ▶ IP is an important financial and business asset in today's global knowledge economy.
- ▶ IP protection encourages consumer confidence, and discourages counterfeit markets and unethical practices.
- ▶ IP is a primary method for securing a return on investment in innovation, research and development.
- ▶ IP is a branding tool that can be used to differentiate products and service from their competitors, and can build and sustain business reputation.
- ▶ Services to help businesses already exist including ASPEC (ASEAN Patent Examination Cooperation program) and TM VIEW (free searchable trademark database for Europe).
- ▶ The ASEAN IP Portal provides a wealth of information on IP protection options in the region www.aseanip.org.




ACTIVITIES AND IMPLEMENTATION

This Strategy aims to deliver consistent messages to business through existing and low-cost promotional channels and activities. AMS are encouraged to use the following implementation plan assuming that individual AMS will create their own activities, messages and evaluate success. With minor adaptation it can be also be used post 2015.

The plan is designed to empower business and IP creators to take advantage of the information available from AMS IP Offices to educate and ready themselves for AEC 2015. The plan can still be used after 2015, by concentrating the message of effective IP management to make the most of cross-border market opportunities.

It is important that businesses do not feel overwhelmed with technical information or believe IP is too difficult to include in their business planning processes. It is critical to keep the language and key messages simple.

To achieve these communication objectives the implementation plan suggests:

- ▶ Working with established networks and channels that reach the target audience groups to support IP Office PE&A efforts. Refer Factsheet H - 'Partnerships'. 
- ▶ Reinforcing consistent messages through repetition across a variety of channels that reach and influence the target audiences. Refer Factsheet C - 'Communication Channel Selection Guide'. 
- ▶ Leveraging the availability of technical experts and successful case studies in business to help to communicate key messages. Refer Factsheet G - 'Media Engagement'. 

As previously discussed, a multi-stage approach has been developed. A high level overview follows of the key focus areas, communication objectives and outcomes for each stage of the plan.

APPLYING THE FRAMEWORK: FOUR-STAGE WORKPLAN

TABLE 2: OVERVIEW OF STAGE ONE – ESTABLISH

STAGE ONE	COMMUNICATION OBJECTIVE	OUTCOME
Establish	<p>Establish communication benchmarks, assess current PE&A situation including audiences, information needs, behaviour and preferred channels.</p> <p>Establish relationships with key influencers – find out what they already know and need to know.</p> <p>Establish context for ‘why’ IP is important and ‘what’ is happening in the lead up to 2015, and ‘when’ it is particularly important to focus on IP.</p>	Inform

Stage One involves assessing your current PE&A situation including existing audiences, their information needs, behaviour and preferred channels. You may wish to assess activities that have proved successful in the past and conduct research of your own to inform the development of future initiatives. The recommended timing for this stage is eight weeks.

Stage One focuses on:

- ▶ Identifying and consulting two-three key influencers or industry groups that act as ‘trusted sources’ to your target audiences.
- ▶ Surveying local businesses, stakeholders and IP creators.

TABLE 3: ESTABLISH – STAGE ONE WORK PLAN

PURPOSE	AUDIENCE	TACTIC/CHANNEL/FOCUS	MATERIALS	KEY MESSAGES
Establish an 'IP for business' information hub	Business and IP creators	This will be the central repository for information relating to business looking to protect and commercialise their IP. This can be an existing page on AMS IP Office website, or a new page. It is proposed the ASEAN IP Portal also be updated at this time. This information will be further developed and updated as the Strategy evolves.	Initial hub content: <ul style="list-style-type: none"> • Introductory paragraph urging businesses to consider their IP in the lead up to 2015 • Followed by 'why', 'what' and 'how' messages • List any current PEA activities and events for business • Link to online survey (see below) • Refer to IP lawyer/ expert for further advice and cross promote existing regional services (ASPEC/TM VIEW) 	All
Establish commencement awareness benchmark Set objectives and evaluation measures	SMEs/IP creators with a need for IP information, for example: SMEs/IP creators who are: <ul style="list-style-type: none"> • Acquiring a business • Seeking investors or partnerships • Looking to export • Launching a new product or brand or • Commercialising a new invention 	Conducting a survey can help you establish a commencement benchmark and gain some insights into your audience. This survey aims to obtain quantitative data. It can include questions on the following: <ul style="list-style-type: none"> • Industry sector • Level of awareness • Type of protection/s used • Attitudes toward IP and knowledge of AEC 2015 • Areas of interest • Whether IP forms part of their current business plan • Planned commercialisation activities • What topics they would like information on • How they would like to receive information. You can outsource to a market research agency or complete this task in house. Suggestions to promote the survey include media release or industry networks and social media.	You can design a free online survey through survey monkey and place this link your web page: http://www.surveymonkey.com/	The purpose of the survey, is 'to better meet the needs of business'
Brief stakeholders and bodies who act as 'trusted advisors' to your audience	Identify Intermediaries who can assist in distributing messages – e.g. business chamber, industry group, other Government agencies	Local awareness building presentation designed to raise awareness about IP and the importance of PE&A outcomes. This presentation can be used in a range of settings. At the conclusion of each presentation, seek feedback on opportunities to work together.	Introductory PowerPoint presentation and handout materials	All

Specific objectives and outcomes for Stage One:

- ▶ An audience and communication analysis is conducted.
- ▶ Key stakeholders/intermediaries understand the growing importance of IP and are provided with up to date information on changing regimes.
- ▶ Businesses seeking information about IP management have access to updated messages via relevant websites.
- ▶ Communication objectives and evaluation measures are established for future PE&A activity.

Evaluation and reporting outcomes for Stage One:

- ▶ Number of interviews with stakeholders and intermediaries – and an analysis of conversations, concerns and contributions.
- ▶ Number of survey responses (extend time frames if required).

TABLE 4: OVERVIEW OF STAGE TWO – ENHANCE

STAGE TWO	COMMUNICATION OBJECTIVE	OUTCOME
Enhance	<p>Enhance and refine messages, tools, activities, editorial planned for the target audience/s based on findings from Stage One.</p> <p>Gather and share information and insights with stakeholders and Ministry. Plan activities and tools for next stage.</p> <p>Launch survey findings and upcoming activities through media releases and social media.</p> <p>Begin relationship establishment with local media (general, business, IP, industry, bloggers).</p>	Engage

Stage Two focuses on engaging with your target audience/s to determine the appropriate strategies, activities, partners, channels for your PE&A efforts, testing your key messages and creating a plan for action. It is important to ensure that any products created in this stage are reviewed by an IP expert and business owners prior to release to ensure accuracy, and that the information works well and is understood by the audience.

Stage Two involves:

- ▶ Updating the web information hub with key issues and topics identified through the survey in the previous phase. For example, adding frequently asked questions and answers on key issues.
- ▶ Making decisions on where to focus efforts (exporters, startups etc) and developing products for these audiences.
- ▶ Developing checklists for different business scenarios to aid IP creators through the process of ‘being IP ready’.
- ▶ Identifying opportunities and themes for case studies, high profile spokespeople and editorial, all of which should link back to AEC 2015 readiness and opportunities.
- ▶ Initiating relationships with local media in order to streamline the delivery of key messages through relevant general, business, IP and industry media channels.
- ▶ Reporting back to stakeholders with new insights and information and joint promotional opportunities.

TABLE 5: ENHANCE– STAGE TWO WORK PLAN

PURPOSE	AUDIENCE	TACTIC/CHANNEL/ FOCUS	MATERIALS	KEY MESSAGES
Audience Segmentation	Business and IP creators	Decide on focus topics/ business sectors for next stage of PE&A. Gather audience segmentation and attitudes from survey results. Identify: <ul style="list-style-type: none"> • industries • preferred channels • attitudes of IP • key topics of interest 	Survey Results	'What' and 'Why' messages
Develop materials, activities and channels in response to survey findings	Businesses with a need for IP information	Develop materials, activities and channels based on focus topics.	Suggestions include: <ul style="list-style-type: none"> • articles • editorial • business checklists • events Resources can be distributed at events, tradeshows, online, hard copy, via industry groups, to accompany media releases, sent to newspapers. Media/ editorial schedule for next stage	Bespoke – refine the core key messages to suit each audience
Develop information hub on website	Business seeking information	Information hub – further develop with articles	Next level of information: <ul style="list-style-type: none"> • Questions & Answers • case studies 	All
Promote hub to existing social media followers	Current followers	Distribute between 2 – 10 posts a week on existing social media directing followers to new content on the hub	Option: depending on resources, promote a Facebook® chat at a specified time/date with an IP expert on one of the focus topics to test response and gain further insights	All
Nurture relationships with key media	Journalists and bloggers	Media kit	Media releases media briefing, images/editorial/ statistics/case studies	All (updated with more detail)
Provide next package of materials to stakeholders	Intermediaries	Stakeholder's information pack	Handouts and briefing materials	All (updated with more detail)



For Stage Two of the work plan, you may wish to refer to the following factsheets in the Resource Kit at Attachment A:

Fact sheet C – Communication Channel Selection Guide

Fact sheet D – Low Cost PE&A Activity Guide

Fact sheet F – Social Media Guide


Fact sheet G – Media Engagement

Fact sheet H - Partnerships

Specific objectives and outcomes for Stage Two:

- ▶ Input from business and stakeholders has been considered prior to selecting the PE&A materials, activities and channels in your plan
- ▶ A forward action plan is created for the next phase outlining the key opportunities for promotion
- ▶ Creation of content and materials for the next stage.

Evaluation and reporting outcomes for Stage Two:

- ▶ Business checklists are developed for focus areas
- ▶ Analysis of number of hits on the AMS IP Office information hub and social media statistics (likes, shares, comments) are regularly tracked and monitored
- ▶ Number of media contacts obtained.  Refer to Factsheet G – Media Engagement.

CHECKLISTS FOR BUSINESSES

Checklists can help businesses and IP creators process information and act on issues quickly and easily. Tailored for different issues and scenarios, they can also be used as a diagnostic tool to help advisors like accountants and marketing consultants determine the advice a business client may need, and also help them manage their own businesses.

While there are basic factsheets currently available outside ASEAN looking to assist businesses enter these markets, there are few resources featuring different business scenarios with a local IP focus. It is important all key messages in this Strategy feature in any published checklists and that they address specific issues in more detail. In order for this product to be successful, the content should to be tested with a legal advisor and/or relevant business to ensure it is accurate and meets their needs.

It is recommended a series of country-specific checklists be created in Stage Two for promotion in the next stage by each AMS. Suggested topics for fact sheets include Exporting, IP as an enabler in seeking investors/partners, commercialising a patent, enforcement, and establishing a brand. For a good example of available factsheets that can assist business on a range of issues, visit:

<http://www.business.gov.au/Information/Pages/business.gov.auchecklists.aspx>

http://www.wipo.int/sme/en/documents/ip_audit.htm

<https://www.iprhelpdesk.eu/library/useful-documents>

TABLE 6: OVERVIEW OF STAGE THREE – EXCITE

STAGE THREE	COMMUNICATION OBJECTIVE	OUTCOME
Excite	<p>Communicate the value of IP and empower business to educate themselves and make positive changes now.</p> <p>Maintain momentum throughout the five month period (in accordance with available resources).</p> <p>Deliver proactive bursts of activity eg. editorial, tradeshows and events, PR, social media and intermediary channels.</p> <p>Tell the audience where they can obtain more information.</p> <p>Take note of any feedback received during this stage..</p>	Involve/Empower

The focus for Stage Three is on taking action and pushing promotional content through multiple channels. The activities conducted in this stage will depend on available resources and available funding. The recommended timing for this stage is five months. At this point in the work plan, AMS IP Offices should try to undertake as many activities as possible, building momentum to involve as many businesses in the campaign and encouraging them to consider IP issues relevant to their situation.

This stage serves to educate the target audience in a little more detail to help them consider the action they need to take in relation to their IP. This stage will focus on:


- ▶ Explaining the changes taking place and promoting the opportunities presented by AANZFTA, leading to AEC 2015.
- ▶ Distributing more detailed information about specific IP topics depending on target audience.
- ▶ Pushing messages out through publicity channels (journalists, bloggers, or newsletters).
- ▶ Holding events, roadshows, discussion forums, tradeshows and delivering the message to regional centers in particular. Refer to Factsheet E - Event Management Checklist. 

TABLE 7: EXCITE – STAGE THREE WORK PLAN

PURPOSE	AUDIENCE	TACTIC/CHANNEL/FOCUS	MATERIALS	KEY MESSAGES
Push IP related content out to the audience through a variety of channels	All	Maintain between 2 to 10 posts per week on social media channels on IP business topics and tips. Provide content to established media contacts including bloggers.	As determined in Stage Two	As determined in Stage Two
Support specific topics and deeper conversations by business about IP	Various	Suggestions include: Events where participants can ask questions eg. clinics. Blog/on line discussion forum where questions and suggestions can be posed and responded to (this can be offered for a limited period of time one hour or one day depending on resources). Promote a Facebook ® chat at a specified time/date with an IP expert on one of the focus topics. Webinar. Radio interviews. Record feedback and respond as required, or list suggestions for future PE&A activities. List these activities on the ASEAN IP portal. Promote checklists throughout all materials, events and activities.	Evaluation forms / dashboard for each activity	Bespoke
Update your website with all press releases and articles, images from events	Business	'IP for business' information hub	Press releases and links to external editorial grouped by topic	Various

Specific objectives for Stage Three:

- ▶ Business has been provided with an opportunity engage on the topic of IP on a deeper level and some two-way communication channels are promoted.
- ▶ Intermediaries are supported in facilitating access to IP information by businesses and IP creators.

Evaluation and reporting outcomes:

- ▶ Follow up interviews with business about the quality and usefulness of resources.
- ▶ If possible, analysis of hit rates on the 'IP for business' web page, number of checklists downloaded – you are looking for a 'spike' in traffic that coincides with your outreach activities.
- ▶ Analysis of feedback (quantitative and qualitative) from business – evaluation sheets after seminars are useful in identifying key trends in common issues and questions.

EVALUATION

The PE&A Strategy and associated activities can be evaluated against each communication objective included in this document. The success of its individual components will be monitored via a variety of evaluation methods. It is recommended that Stage Four focus on evaluation and information gathering, to feed into any future regional PE&A activity.

TABLE 8: OVERVIEW OF STAGE FOUR – EVALUATION

STAGE FOUR	COMMUNICATION OBJECTIVE	OUTCOME
Evaluate	Evaluate all activities. Gather and share implementation related ideas and information. Decide the revisions that are required for future PE&A activities for business.	Change

The aim will be to determine how activities have contributed to Strategy outcomes, such as awareness, attitude and behavioural change, stakeholder and community engagement and involvement. This information can be used to improve or tailor future activities, publications and materials for target audiences. In addition, the information can be used to inform stakeholders such as industry and intermediary partners to show them the value of their association with your activities. Information can also be used to influence funding stakeholders within your Ministry for future outreach budget and resource allocation. The success of these activities can be measured by the following:


Intermediaries

- ▶ Number of industry groups participating in campaign through event attendance.
- ▶ Quantity, nature and content of messages provided by stakeholders to SMEs.
- ▶ Quality and quantity of supporting media/publicity generated by third parties.
- ▶ Quantity of participant surveys completed to obtain qualitative data.

Media publicity

- ▶ Amount, quality and reach of media generated by public relations and media activities, including key message coverage.

Businesses and IP creators

- ▶ Number of events, number of attendees at these events.
- ▶ Website visits and checklist downloads.
- ▶ Participant surveys completed to obtain qualitative data that will identify shifts in benchmarks. AMS IP offices should refer to Factsheet I - Evaluation for more on how to conduct evaluation of your PE&A activities. 

CONCLUSION

The Regional IP Public Education and Awareness Strategy is a starting point for creating a tailored PE&A strategy for your office and provides guidance throughout the process of putting together a strategic plan end-to-end, encouraging evaluation of activities throughout.

The Strategy suggests undertaking some kind of research to define the nature of the problem or information need among in the business community, clearly establishing who will be affected by up coming changes to IP regimes and assessing their understanding of IP prior to commencement.

It suggests using advocacy strategies to gain support from influential stakeholder groups and developing communication activities in full consultation with business as well as opinion leaders.

You can link existing PE&A activities to the plan, and apply the tactics that are relevant to your audience and local region to stimulate positive and measurable results.

Of course it is important to identify funding sources and to design a plan which will keep within the budget. Funding is an important issue for AMS to address before commencing their PE&A activities. However, by having a plan in place, able to be immediately implemented, and a strong business driver such as economic integration started by AANZFTA leading to AEC 2015, this will assist the business case for funding and resources to support future PE&A efforts.

An electronic version of the Resource Kit will also be placed on the ASEAN IP portal (aseanip.org).



ATTACHMENT A

**IP PE&A PRACTITIONER'S
RESOURCE KIT AND BEST
PRACTICE CASE STUDIES**

WELCOME

Purpose of this Resource Kit

As PE&A practitioners, you play an important role in educating business and IP creators on the incentives and opportunities provided by the IP system. Doing this work well will ensure that the community and our stakeholders will regard IP Offices as a trusted and reliable source of information.

This Resource Kit will help you effectively plan, implement and evaluate PE&A activities for business and intermediaries. The tools in the Kit are an excellent starting point to help you incorporate best practice PE&A strategies into your business-as-usual activities. The factsheets and templates are designed to be used alongside the Regional IP Public Education and Awareness Strategy, or can be used independently.

Included in the Kit are useful tools such as suggestions for low cost promotional channels, and fact sheets on working with partners and social media. You will also find details for contacts within other IP Offices and relevant case studies.

I encourage you to use these resources.

Mr. Pornvit Sila-On

Director of International Cooperation and Project Manager
Department of Intellectual Property
Ministry of Commerce Thailand

November 2013

RESOURCE KIT INDEX

The Resource Kit and its components are devised specifically in response to feedback and requests from participants at the May 2013 workshop. It includes practical self-help tools and information to enhance and build on current outreach skills and activities. In addition, a gallery of PE&A Case Studies from peer AMS IP Offices is provided to give guidance and support you, beyond the life of this Strategy.

TABLE 12: LIST OF FACTSHEETS

TOOL		EXPLANATION
A	ASEAN IP PE&A CASE STUDIES	A selection of best practice case studies from the region, as presented at the May 2013 workshop. For use and advice from peer AMS IP Offices to assist fellow practitioners with their own PE&A activities.
B	AMS IP PE&A CONTACT LIST	Updated list of PE&A contact names and details, including those of stakeholders, for AMS IP Offices to access.
C	COMMUNICATION CHANNEL SELECTION GUIDE	Identifies and explains each communication channel and when to use it, advantages and disadvantages of each channel, and issues to consider when deploying communications in that channel.
D	LOW COST PE&A ACTIVITY GUIDE	Practical, low-cost PE&A activities AMS IP Offices can implement straight away with minimal resources and budget. Includes tips on website audit, social media, email newsletters, partnerships and other low-cost initiatives.
E	EVENT MANAGEMENT CHECKLIST	Template can be used for seminars, fairs, workshops, etc. Uses a reverse timeline with specific activities and prompts to lead AMS IP Offices through the basics of organising a successful event from start to finish.
F	SOCIAL MEDIA GUIDE	Factsheet with practical information on establishing social media channels for AMS IP Offices, including easy-to-understand information on how to extend your outreach activities via a variety of social media platforms.
G	MEDIA ENGAGEMENT FACTSHEET	Check list for AMS IP Offices to engage the media and access journalists for free coverage of IP information and extend your outreach activities. Includes links to how-to guides for developing a media release.
H	PARTNERSHIPS FACTSHEET	Fact sheet explaining how to set up partnerships and alliances with organisations targeting similar audiences. Factsheet includes a check list and criteria for establishing mutually beneficial relationships to extend PE&A reach.
I	EVALUATING YOUR PE&A ACTIVITIES	Tools and tips for AMS IP Offices to evaluate outreach efforts (overview of evaluation, link to Survey Monkey free tool and template for seminar feedback).
J	COMMUNICATION PLAN ON A PAGE	Communication plan-on-a-page template to guide AMS IP Offices to making PE&A activities strategic, measurable and objective-focussed.
K	USEFUL LINKS AND RESOURCES	A selection of useful and relevant websites containing IP information for business is provided. These resources can be customised to suit your own IP Office activities, or used as is where resources and funds are limited.

A: ASEAN IP PE&A CASE STUDIES



VIET NAM

Using TV to reach the masses

Viet Nam's IP Office (VOIP) has created the perfect model for successful PE&A partnerships with the innovative television show 'Winning Brands'. The collaboration involves Viet Nam Television (VTV), National Office of Intellectual Property (NOIP), Viet Nam Chamber of Trade and Industry and TruongThanh Media JSC.

The game show-style format targets students, businesses, consumers and the general public to educate viewers on the value of IP rights in a consumer setting, to help to distinguish between genuine goods and fakes. In addition, brands featured in the show are able to benefit from the exposure to the target audiences – a win-win for all parties in the collaboration.

The format of the show is simple: the program focusses on brand positioning of a company, during which three teams (students, businesses and consumers) aim to guess the advertising clips and logo identity. Also featured is a case study on protection and enforcement of IPRs. VOIP and other authorities provide expertise and judges during the three-part show.

VOIP has cleverly extended the reach of this program using social media. Once the show is broadcast (via two channels each week), the clips are posted on YouTube®, and linked to the VOIP website. The result has been an overwhelming success for VOIP, and the statistics speak for themselves: over 1100 participating businesses, contestants drawn from close to 100 universities and colleges throughout the country; and nearly 600 IP case studies generated via the show.

The show has attracted an impressive 550 articles published in national newspapers, and thousands of people to the studio audiences. Millions of viewers have tuned in each week to watch, and learn, about the importance of IP for businesses and consumers. VOIP has succeeded in making IP a dinner table conversation topic through their innovative PE&A project.



THAILAND

Clever seminars capitalise on topical issues

The Department of Intellectual Property (DIP) Thailand recently capitalised on a highly topical issue for ASEAN countries with its ASEAN Economic Community seminar series.

Focusing on six countries, the seminar series aimed to promote information on IP registration in ASEAN countries to law firms, entrepreneurs, and general public in order to prepare them for the ASEAN Economic Community which will become reality in 2015.

Key messages included how to register IP in ASEAN, general education about intellectual property rights and, importantly, contact points for each of the relevant IP Offices in each country. The seminar sessions were presented by IP experts from each of the six countries. Each of the one-day seminars attracted over 100 participants. DIP focused particularly on IP law firms as important intermediaries to entrepreneurs and businesses in order to ensure the valuable information was cascaded to these audiences.

DIP's timely choice of topic, and relevance to the target audiences ensured their PE&A efforts were rewarded by overwhelmingly positive feedback by participants.



PHILIPPINES

ITSO 'octopus arms' reach out to the tertiary sector

In 2010, the Intellectual Property Office of the Philippines (IPOP HL) launched a program to establish Innovation and Technology Support Offices (ITSO) or 'Patent Libraries' within universities and higher education institutions. IPOP HL's objective was to strengthen local institutional capacity to access patent information for use in research, education, idea generation and general business development. The ITSOs were envisioned to be the patent service providers in their local communities, conducting patent searches and patent drafting, prosecution representation, advisory, training and provide general IP management services.

Targeting universities (both private and state universities), business chambers, Government agencies, and private foundations, IPOP HL's Strategy is to create a network similar to a franchise system to forge a sustainable private-public partnership. In the arrangement, IPOP HL provides the technical assistance, helps to sustain operations through vendor-vendee management and provides quality assurance. In return, the host institution provides the financial and human resources and premises. The ITSO operates as single alliance under the franchise system managed by IPOP HL.

The ITSO program is reaping benefits for IPOP HL and its 'franchisees': through the program, ITSO members are now more aware of the relevance of IP to national development, and can provide patent search and patent drafting services to their internal and external clients. ITSO members conduct IP education campaigns to their respective universities and external clients to influence and shift mindsets from "publish and perish" to "protect and profit". In addition, advisory services on IP protection and patent information are provided to clients, and ITSOs are able to file patent applications, trademarks, utility models and copyright where required. Several ITSO members are now commercializing IP developed within the universities they are implanted.

To date, there are 64 ITSOs throughout the Philippines located within universities and higher education institutions. Eleven ITSOs are also placed within business chambers, field Offices of government instrumentalities and private foundations. The clever use of the 'franchisor-franchisee' model for extending PE&A reach throughout the Philippines has IPOP HL well placed to embed a positive IP culture throughout the nation's tertiary sector.



AUSTRALIA

Embracing social responsibility to serve a niche audience

IP Australia utilises a well-developed approach to audience segmentation in conducting IP awareness. However, during a survey of 9000 callers to its help desk, only four identified themselves as indigenous. Using this research, IP Australia began to devise a program to support indigenous individuals and businesses to embrace IP.

Dream Shield — a guide to protecting designs, brands and inventions for Aboriginal and Torres Strait Islanders — began through forming an expert advisory panel to assist with better understanding the audience, and to inform the appropriate cultural context to ensure the audience could relate to and understand the messages. In addition, thorough customer research was conducted to ensure the content needs of the audience were met.

In promoting the Dream Shield program, a multiple channel approach was used, including hard copy booklets, DVDs, online content, YouTube® videos and within the media. The content was presented in a ‘story telling’ style and featured case studies of Indigenous IP and traditional knowledge. During the launch of the program, the people featured in Dream Shield were used as IP ‘champions’ in the media. To further cascade the resources to the target audience, partnerships were used to distribute Dream Shield to indigenous businesses and through indigenous media.

IP Australia’s PE&A recipe to reach its indigenous audience has proved to be a success: positive feedback was received from partner organisations and the Dream Shield resource generated widespread media coverage. The icing on the cake for IP Australia was receiving an Award for Marketing Excellence (Corporate Social Responsibility) in 2011 from the Australian Marketing Institute.

B: PE&A CONTACTS IN AMS IP OFFICES & COP CONTACT LIST

PE&A contact names and details, including stakeholders, for AMS IP Offices to access.

COUNTRY ORGANISATION	NAME	DESIGNATION	EMAIL
BRUNEI D.	MS FADZILAH ABDUL RAHMAN	BRUNEI ECONOMIC DEVELOPMENT BOARD	fadzilah.rahman@brunei-patents.com.bn
CAMBODIA	MR SOUN VICHEA	CHIEF OF BUREAU OF IP DEPARTMENT, MINISTRY OF COMMERCE	vicheasoun@yahoo.com
CAMBODIA	MR SAN SORPHORN	PROF. OF LAW, ROYAL UNIVERSITY OF LAW AND ECONOMIC	sansorphorn.attorney@yahoo.com
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INDONESIA	MR AGUS DWIYANTO	HEAD, IP DISSEMINATION SECTION, DGIP	agus.dwiyanto@dgip.go.id, agan_purworejo@yahoo.com
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PHILIPPINES	MS REMEDIOS N. GARCIA	INTELLECTUAL PROPERTY RIGHTS SPECIALIST III, DOCUMENTATION INFORMATION AND TECHNOLOGY TRANSFER BUREAU, INTELLECTUAL PROPERTY OFFICE OF THE PHILIPPINES	remedios.garcia@ipophil.gov.ph

COUNTRY ORGANISATION	NAME	DESIGNATION	EMAIL
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THAILAND	MR PORNVIT SILA-ON	DIRECTOR OF INTERNATIONAL COOPERATION DEPARTMENT OF INTELLECTUAL PROPERTY, MINISTRY OF COMMERCE	pornvits@moc.go.th
THAILAND	MS NAMYARD NANTA	SENIOR TRADE OFFICER, DEPARTMENT OF IP, MINISTRY OF COMMERCE	nnanta.dip@gmail.com
VIET NAM	MR NGUYEN VAN BAY	DIRECTOR OF CENTER OF IP OFFICE OF VIET NAM	tungbay@yahoo.com
VIET NAM	MS HOANG MAI CHI	OFFICIAL, NATIONAL IP OFFICE OF VIET NAM	hmaichi@noip.gov.vn
AUSTRALIA	MR PAUL DOBSON	DIRECTOR, CHANGE AND COMMUNICATION, IP AUSTRALIA	paul.dobson@ipaaustralia.gov.au
AUSTRALIA	MS JANE DORRIAN	MARKETING AND COMMUNICATION MANAGER, DEPARTMENT OF INNOVATION	jane.dorrian@innovation.gov.au
NEW ZEALAND	MS. DIANE BARRACLOUGH	ADVISOR, IPONZ	diane.barraclough@iponz.govt.nz
WIPO	PETER J. WILLIMOTT	WORLD INTELLECTUAL PROPERTY ORGANISATION	peter.willimott@wipo.int
ASEAN SECRETARIAT		COMPETITION CONSUMER PROTECTION & IPR DIVISION	asec-ipr@asean.org



C: COMMUNICATION CHANNELS GUIDE

CHANNEL	BENEFITS	POTENTIAL DOWNSIDES	THINK ABOUT
EMAIL	<ul style="list-style-type: none"> ✓ Can reach mass audiences fast ✓ Cost effective and simple to use ✓ Consistent and controlled message ✓ Reaches the recipient directly ✓ Good for information, awareness or instruction 	<ul style="list-style-type: none"> ✗ Not everyone may have access ✗ Impersonal and may be open to misinterpretation ✗ Can result quickly in information overload ✗ Can't tell if messages have been read ✗ Doesn't prioritise messages ✗ Can't generate dialogue or discussion ✗ Not everyone may have access ✗ Relies on people seeking out information ✗ People may not have time to read it ✗ Difficult to police ✗ Can become unwieldy, hard to navigate and full of outdated information ✗ Technological issues (webcast) 	<ul style="list-style-type: none"> • Controlling access to mass distribution lists • Using the subject box to get across your key message • Keeping it short and simple • Using headings and bullet points for key messages and break up the text • Including engaging content to draw people in
INTERNET/ WEBSITE/ WEBCASTING	<ul style="list-style-type: none"> ✓ Fast and consistent ✓ Possibilities are endless – visually entertaining and snappy ✓ Good for information store, reference, awareness raising ✓ Info shares and bulletin boards good for involvement and discussion ✓ Web stats show who is reading 	<ul style="list-style-type: none"> ✗ Potentially expensive ✗ Not interactive on its own ✗ Can be seen as glossy corporate propaganda ✗ Talking heads alone are rarely engaging. You may wish to consider some animation or an interview style format. 	<ul style="list-style-type: none"> • Using as part of a briefing session, seminar or event to stimulate debate • Using real people to talk about their experiences (i.e. business case studies, IP creators)
VIDEO/FILM/ ANIMATION	<ul style="list-style-type: none"> ✓ Creative and entertaining ✓ Can show real people talking about their experiences for depict real situations ✓ Provide proof of progress, evidence of events happening ✓ Makes people and places accessible for a mass audience ✓ Consistent, controlled messages 	<ul style="list-style-type: none"> ✗ Can be seen as biased, expensive and not credible ✗ Information dates quickly ✗ Challenging to make it relevant to all audiences 	<ul style="list-style-type: none"> • How to encourage people to read it (i.e. competition, redeeming an offer) • Using a focus group to test content to ensure articles address the issues of the audience • Include a hook that will make people listed (i.e. competition, web link at end)
PRINT (NEWSPAPER/ MAGAZINE)	<ul style="list-style-type: none"> ✓ Reach audience with a consistent message ✓ Extended reach through multiple reads ✓ Can explain complex subjects 	<ul style="list-style-type: none"> ✗ Relies on people choosing to play it 	
RADIO/AUDIO/ PODCASTS	<ul style="list-style-type: none"> ✓ Good for remote audiences, can be niche targeted ✓ Can be listened to at audience's discretion (podcast) ✓ Effective for information and instruction ✓ Dialogue via talkback radio ✓ Inexpensive to produce 	<ul style="list-style-type: none"> ✗ Can't convey complex information ✗ Potentially expensive 	
BILLBOARDS	<ul style="list-style-type: none"> ✓ Visible and may catch people's eye when too time pressured to read anything else ✓ Good for instructions and information 	<ul style="list-style-type: none"> ✗ Can be expensive ✗ Can't control if people actually watch 	
TELEVISION	<ul style="list-style-type: none"> ✓ Can reach mass audiences fast ✓ Can be targeted ✓ Good for explaining issues in a visual manner ✓ Can be tracked through ratings 	<ul style="list-style-type: none"> ✗ Can be one way 'tell' sessions ✗ Agenda may not be what audience wants ✗ May be expensive ✗ Time consuming for organisers, presenters, administration 	
EVENTS (SEMINARS/ FORUMS/ WORKSHOPS)	<ul style="list-style-type: none"> ✓ Opportunity for key experts to reach mass audiences face to face ✓ Flexible and responsive ✓ Can include Q&A sessions, break-out groups and involve people 	<ul style="list-style-type: none"> ✗ Once public, may be difficult to control ✗ Moderation of social media sites can be time consuming 	
SOCIAL MEDIA (BLOG, WIKI, TWITTER®, YOUTUBE®, FACEBOOK®)	<ul style="list-style-type: none"> ✓ Inexpensive ✓ Immediate, can be targeted to suit audience ✓ Good for immediate information, linking to websites ✓ Leveraging subject matter experts 		

Adapted from <https://www.melcrum.com/research/harness-digital-technologies/choosing-right-communication-channel>, <http://www.e.gov.vic.gov.au/victorian-government-resources/government-2-0-action-plan/social-media-101-a-primer-for-those-starting-out.html>

D: LOW COST ACTIVITY GUIDE

Some of the most effective outreach activities are inexpensive and simply require time to make them work for your IP Office. For example:

1. Review your IP Office website

Perform a thorough audit of your IP Office website. Are visitors able to quickly assess the content on your site and establish why they should keep reading? You only have around ten seconds to capture a visitor's interest before they move on. Is the site easy to navigate – can visitors readily find what they are looking for? And finally, have you at least performed basic search engine optimisation by including meta, alt and header tags, as well as populating your page titles and content with keywords relevant to each page? Check out sites like [http:// webmarketingtoday.com/](http://webmarketingtoday.com/) to get helpful non-technical tips.

2. Nurture your existing customers and subscribers with a monthly email newsletter

Use “push” outreach through an email newsletter to stay in touch with your customers and subscribers. Gain their interest by providing valuable information and promote your existing PE&A resources, upcoming events, changes to legislation or IP Office services directly to your email database. Include your IP Office website address on all correspondence, especially business cards and emails. Alternatively, you can start a blog and publish content regularly through this medium.

3. Create and distribute media releases

These can be simple one-page releases announcing new information brochure or services offered by your IP Office, latest achievements (i.e. 1,000,000 trademark registered in your country, new IP legislation enacted), management changes, new policy announcements, upcoming events, successful local IP users – anything of public interest. Make sure to include a link back to your site to provide interested readers with more information. Online media releases get picked up by other websites, newsletters and blogs as “filler content,” they help to create one-way links to your website from a variety of complementary sites, thereby enhancing your search engine ranking.

4. Blogger outreach program

Bloggers are becoming increasingly influential sources of online information in their key target groups, with some even recording bigger readership than some mainstream magazines and newspapers. It is recommended to use a personalised one-on-one approach to develop a rapport with bloggers, and not to subscribe to the 'shot gun' distribution that is widely used to target them.

It is recommended that AMS IP Offices personally contact all bloggers to establish their interest in the campaign theme, and arrange for them to receive their own personalised briefing material relevant to their readership.

Examples of influential business bloggers that could be targeted include:

<http://asiasociety.org/business>

<http://malaysiafinance.blogspot.com.au/>

http://www.guidemesingapore.com/news_blog

<http://www.picturethailand.com/blog/>

<http://blog.pinoydeal.ph/>

<http://www.globalsmallbusinessblog.com/>

<http://www.customsandinternationaltradelaw.com/>

<http://www.businessweek.com/globalbiz/blog/eyeonasia/>

5. Use social media

Not only is it an inexpensive communication tool (free in most cases), it's one of the fastest and easiest ways to communicate to multiple contacts at once. Setting up a page on Facebook® is a way to connect and engage with consumers for your business, and a group devoted to a specific industry niche on LinkedIn is a great way for business to business marketing. Communicating through social media is one of the fastest ways to get a message out to customers and prospective target audiences, and an easy way to share the existing content on your website or YouTube® channel.

6. Expert 'how to' videos on YouTube®

If you have a YouTube® channel, create short, engaging videos (between 2 – 5 minutes) to communicate 'why' IP is important and, more importantly, 'how to' messages to encourage the target audience to take action. The videos can feature an IP champion, or an expert in their field who would be filmed working with 'real' businesses from within the campaign's target audience groups, to building deeper understanding of IP issues. You can link stories would link back to AEC 2015. Make sure you test its effectiveness with the target audience by screening it to reference group before you release it.

7. Organise a Facebook® business chat

Conducting a Facebook® chat is an excellent way to engage business on topics of interest – whether it be how to filing a trademark, conduct a basic IP audit, seek investors, or exporting. If this is something that you want to trial, here is a checklist for you to follow:

- ▶ Pick a trending issue, something business wants to talk about.
- ▶ Keep in mind your specific goal while choosing the topic. Do you want to promote a new campaign or webpage? Educate business on a particular topic ? Drive people to your website? Increase engagement? Grow your reach and create more followers ?
- ▶ If you require an expert's participation, ensure they are available and have a back-up plan if they can't make it at the last minute.
- ▶ Give lots of advance notice, and share the event widely. Spread the word across Facebook® personal profiles and business pages; other social media platforms on which you have a presence; email messages.
- ▶ Create large, eye-catching graphics to use in advance notice postings. Be sure to incorporate the chat's specifics in text right on the picture, including topic; hosting page and its URL; day, date and time; and featured expert guests.
- ▶ If possible, enlist another person to help watch the comment stream for guest experts. Anyone who uses Facebook's comment reply function understands that tracking those replies as well as new comments can become confusing depending on the volume of responses. Some may be accidentally overlooked. Also, monitoring the streams helps you to keep track of questions/comments you may not have time to answer. You may wish to follow up on those afterward with links to additional resources.
- ▶ End with a specific call to action. You might want to send followers to a specific blog post for more information. Share chats after they conclude for those who couldn't participate.

OTHER USEFUL RESOURCES:

<http://blog.hubspot.com/how-to-host-a-facebook-chat>

<http://www.youtube.com/watch?v=-w2PI8hRNM>

8. Partner up locally

Make your IP Office visible in the local business and university community. Join business people at the local Chamber of Commerce, Government small business advisory services, incubators and commercialisation hubs at Universities when they are having an event, expo or seminar. At the same time you'll build relationships and work collaboratively with like-minded organisations that share the same target audiences as you.

(Some elements have been adapted from <http://www.articlesbase.com/internet-marketing-articles/five-lowcost-marketing-activities-for-small-businesses-during-a-recession-713099.html>, <http://www.sbmarketingtools.com/low-cost-communication-tools-and-resources-for-small-businesses/>, <http://www.sitepronews.com/2011/08/29/small-business-marketing-20-low-cost-marketing-ideas-to-grab-you-more-clients/>)

E: EVENT MANAGEMENT CHECKLIST

Adjust the items in the template below to suit your IP PE&A event or seminar.

ITEM	TASK	DETAIL	TIMING	RESPONSIBLE PERSON	STATUS
EVENT	Objectives and theme	Set objectives; tailor event ideas accordingly	4-6 weeks		
	Date and time	Check for event clashes (public holidays and industry events) and then select a date/time.	4-6 weeks		
	Program	Select and confirm a format.	3-4 weeks		
BUDGET	Estimate plan	Draw up a budget to include venue hire, catering, AV, publicity, artwork, printing, insurance and other costs (if required).	4-6 weeks		
TIMELINE	Plan	Develop a timeline to include all major tasks, assigning a task deadline and responsible person.	4-6 weeks		
VENUE	Site inspection	Check lay-out, location, traffic patterns, disability accessibility	4 weeks		
	Booking	Book room with suitable size, facilities and location for your event.	2-4 weeks		
	Contingency plan	If outdoors, have a plan B for wet weather.	2-4 weeks		
	Services	Book photographer/videographer (if required).	2-4 weeks		
		Organise audio visual, sound and lighting requirements.	2-4 weeks		
		Book a caterer (if required), confirm menu selection and follow-up	2-4 weeks		
		Organise signage, banners and other display materials.	2-4 weeks		
	Security and parking	Obtain security, parking and accessibility details.	2-4 weeks		
PROGRAM	Guest speakers	Invite; make arrangements for participation, confirm any special requirements for presentation.	6-8 weeks		
	Master of Ceremony	Invite; confirm participation.	4 weeks		
INVITATIONS	Wordings	Draft invitation and get approval for text.	4 weeks		
	VIP Guest list	Develop and circulate to stakeholders for approval.	4 weeks		
	Printing	Print/write out the invitation cards or letters to invited guests.	3-4 weeks		
	Mail-out	Coordinate mail-out of all VIP invitations; email invitations to database. Don't forget to send out a reminder just before the RSVP closing date.	3-4 weeks		
	RSVPs	Record RSVPs and develop name list of expected guests.	1 week		
PUBLICITY PROMOTION	Advertisements	Organise artwork/ design/ text approvals/ printing.	2-3 weeks		
	Media	Develop information for press releases; get approval for releases.	2 weeks		

RESOURCE KIT

ITEM	TASK	DETAIL	TIMING	RESPONSIBLE PERSON	STATUS	
	Other channels	Release information through other mediums – social media, intermediaries (small business associations, universities, etc.).	2 weeks			
	Posters and flyers	Distribute in visible approved areas, as above channels etc.	2 weeks			
LOGISTICS	Order of proceedings	Draft and circulate to stakeholders for approval.	2 weeks			
	Events Brief for Speaker(s)	Compile an Event Brief to include: Program and speaking notes/ expected audience and other VIPs in attendance/ Venue map indicating parking areas; and, mobile contacts of two venue staff for last minute requirements.	1-2 weeks			
	Speakers/VIP liaison	Send Event brief to the guest speakers, confirm any special requirements. Monitor RSVPs and increase promotional efforts if required.	7-10 days			
	Security/parking	Arrange and confirm any necessary requests.	1-2 weeks			
	Final RSVP List	Develop a final attendance list from RSVP's.	2 days			
	Name tags / place cards	Print out the final RSVP list, generate nametags, SMS reminder to confirmed attendees. Organise registration table out front of room.	1-2 days			
	Event hand-outs	Coordinate programs, certificates, plaques, information brochures, tickets, show bags, or other hand-outs.	1-4 weeks			
	Seating charts	Confirm seating style. Compile charts, generate nametags and assemble in alphabetical order in boxes.	2 days			
	Multi-media show	Organise requirements for multi-media presentation (laptop, data projector, screen, extension lead and adaptor). Organise lectern and head/speaker.	2 days			
	Music	Coordinate selection and playing of required music (if required).	1 week			
		Additional equipment	Arrange thank you gifts for speakers.	1-7 days		
		Evaluation forms	Develop post event evaluation form, print sufficient copies for number of attendees.	2 days		
DOCUMENTATION	Financial	Invoices, petty cash, receipts, financial forms - supervise and manage.	On going			
POST-EVENT	Evaluation	Compile, share information and file for reference, before the next event.	1-7 days after			
	Event material	Make event material available to those unable to attend; online or in paper format. Ensure permission of outside speakers is sought.	2 days after			

(Based on contents of Seminar checklist <http://www.macquarie.com.au/dafiles/Internet/mgl/au/advisers/smsf-toolkit/docs/seminar-checklist.pdf>, and Event Planning Checklist marketing.mq.edu.au/public/download.asp?id=4279)

F: SOCIAL MEDIA FACTSHEET

1. What is social media?

Social media is different from traditional media and mediums such as print, TV and radio. It is not a broadcast medium. Social media is a set of online sites which are used to share opinions, and experiences. Largely the purpose of social media is around interaction, and encouraging conversations.

Given the rapidly growing uptake of social media tools in the ASEAN region, it is important to consider social media channels when developing any kind of promotional plan. As with any communications channel, social media projects require proper planning, resourcing and commitment. This fact sheet takes you through some of the issues that should be considered.

Consider the following statistics:

- ▶ According to the Internet World Statistics Website – there were over 140 million internet users in ASEAN as at June 2012.
- ▶ Southeast Asia penetration of the internet is largely through mobile phones rather than desktop computer – considered ‘mobile first’ and mobile only’ consumers.⁷
- ▶ Viet Nam now has the largest online population in Southeast Asia with 16.1 million monthly internet users.⁸
- ▶ Internet users in Viet Nam and Thailand, driven in part by their younger populations, and spend the greatest amount of time online in the region.⁹
- ▶ According to Invest Vine, a news portal on investment opportunities, Facebook® continues to be the number one social network across markets in Southeast Asia. The region boasts 3 of Facebook®’s top 15 markets ranked by visitor penetration. Viet Nam has the fastest rate of people joining Facebook® in the world
- ▶ In May 2013, it was reported that Southeast Asia has about 139 million Facebook® users. Country profiles are as follows: 64,000,000 (Indonesia) + 12,800,000 (Viet Nam) + 18,000,000 (Thailand) + 30,000,000 (Philippines) + 13,300,000 (Malaysia) + 250,000 (Laos) + 700,000 (Cambodia) + 80,000 (Myanmar) = 139,130,000 total.¹⁰
- ▶ In the region, Thai Internet users account for the highest number of YouTube® visitors daily with five million unique visits every day.¹¹
- ▶ Twitter®, LinkedIn® and Tumblr® are also gaining popularity in the region as the Social Networking category captures the largest percentage of consumers’ time in the region. YouTube® ranked as the top entertainment website in each of the Southeast nations.¹²
- ▶ Recent research by Global Web Index shows that Indonesia gained the highest proportion of Twitter® users in the first three months of 2013, and that this use of this medium is on the increase. Twitter® opened its pan-Asian Office in the country last year. The Philippines, Malaysia and Thailand are also seeing significant growth in account numbers.¹³

7 Mobile Southeast Asia Report, 2012, Dr Madanmohan Roa

8 <http://www.techinasia.com/vietnams-biggest-online-population-southeast-asia-161-million-monthly-users/August-2013>

9 http://www.comscore.com/Insights/Press_Releases/2013/7/comScore_Releases_the_2013_Southeast_Asia_Digital_Future_in_Focus_Report_July_2013

10 <http://www.techinasia.com/facebook-uining-southeast-asias-potential-social-media/, May 2013>

11 <http://investvine.com/social-media-key-to-asean-integration/, June 2012>

12 http://www.webintravel.com/news/online-population-in-southeast-asia-on-the-rise-with-largest-numbers-in-vietnam--_3872_July_2013

13 <http://www.newmediatrendwatch.com/regional-overview/90-asian?showall=1, June 2013>

2. Why use social media?

Increasingly, Government agencies can use social media as a tool to raise awareness of certain issues, and to engage the public on policy consultation. “Digital 2013 – A Global Analysis of How Consumers Spend Their Media Time”, a study by Global Web Index, finds that people around the world now spends more time with digital than traditional media. This is an important global trend that IP Educators should note.

There are many opportunities and benefits from using social media networks. For example, you can significantly and relatively quickly increase audience reach, and communicate with specific audiences on specific issues. You can reduce dependence on media outlets to get your message across. You can seek input from your customers quickly. However government involvement on some sites and forums may not be welcome, special interest groups with malicious intent can target your communications. It’s important to assess the risks, and research your audience and topic prior to becoming involved with social media.

3. Before you start

Would you pay for an advertisement in the newspaper without thinking about what the goal of the advertisement was? Probably not.

Before you start any social media campaign, it is recommended you to consider things such as:

- ▶ your goals and objectives
- ▶ your target audience(s)
- ▶ the benefits, risks and ways to address these risks
- ▶ the on-going resources required
- ▶ your measure for success.

There are many benefits of social media but it is not the best communications channel in every instance or for every audience.

4. What are the different types of social media?

There are five core social media tools:

a. Social networks

Social networks are websites that are used to connect and interact with other individuals. Interaction is informal and entirely web-based. Examples of social networks include Facebook® and Twitter®. Social networks are free and good for reaching large numbers of people, creating user generated content and building profile for your issue and providing information updates. Social networks can also be used for consultation. Some sites carry third party advertisements, which you have very limited control over and much of the activity in social networks tends to happen on a few large sites. For example:

www.facebook.com

www.twitter.com

www.linkedin.com

plus.google.com

b. Media-sharing networks

Media sharing networks allow users to share video and images. They also allow users to comment on their own media and the media uploaded by users. Examples include YouTube® and Flickr®. Social networks and media-sharing networks actually overlap. For example, you can share media through popular social networks such as Facebook® and Twitter®. On the other hand, media sharing networks like YouTube® or Flickr® create communities of people gathered around the sharing of media. Deciding on the right medium depends on the audience you are trying to reach.

c. Blogs

A blog is a content-managed website that presents its entries in reverse chronological order and allows visitors to comment. Blogger and WordPress are examples of popular blogging tools. There is a standard format used for blogs making it instantly recognisable and easy to follow for users. The technical set-up and maintenance of blogs is straightforward, and content and community management systems are included as basic features. This means that set-up can take place within minutes.

Example: <http://busicsentiasean.wordpress.com/>

Free software and hosting are available. Blogs require an informal tone, and regular entries. Creating a blog is good for profile building, bypassing traditional media, providing information updates, running timetabled consultation or informal networking. A blog is a good substitute for an e-newsletter and can be used as a stand-alone product.

They are best suited to one-to-many communication or conversation; and less suited to debate or deliberation.

Blogs may not be the best home for the content being posted as it can become inaccessible to users once it falls off the blog front page. Consider re-purposing blog content to a website, or at least linking back to one.

d. Wikis

Wiki's are web-based applications which allow users to add content to or edit a web page. The most popular example is Wikipedia. Wiki's supports group-based collaborative drafting and editing. Wikis are best used with stakeholder groups on pre-drafted content and can be password protected. There are wikis covering almost every subject. The best way to find a wiki is to run a search through a standard search engine.

For example, http://en.wikipedia.org/wiki/Intellectual_property

e. Forums

Online applications for holding themed discussions between groups Forums are a good platform for structured, topic-based consultation or deliberation between large groups of people. Free software is available, but is likely to require hosting. On line forums are best suited for use with stakeholder communities and can be set up to be open or password protected (for the benefit of groups for whom privacy is a key concern – for example, commercial advisory groups). Forums that debate specific policies, however, may be time-specific. Resource planning should take that into account.

5. Resourcing and keeping content up to date

Resource planning for social media is especially important. Blogs that haven't been updated in months can reflect badly on your Office making you look incompetent or just disorganised. It is the same for Facebook® and Twitter® accounts that don't get updated. It takes time to build a community. If you are going to start using social media, it is important to resource appropriately and nominate someone to be accountable for managing this medium and keeping content up to date.

Don't forget to publicise your social media channels and allow time to do this. Promotion work can be done by adding links from your corporate website, conducting a marketing campaign, or simply leaving comments in forums and blogs with links back to your social media channels.

There are range of ways you can involve yourself in social media practice. You can start with a lower level of involvement and move through to becoming more active and finally fully engaged with your target audiences.

a. Listen

One of the first things your Office can do in social media is simply to listen. This will help you determine the attitudes and thoughts of your audiences. Social media monitoring tools can help you discover what's being said about various IP topics. You can, for example, do a twitter search for relevant terms (a specific issue relevant to your PE&A activity). Tools like twitterfall. com can help you monitor the conversation on this medium.

There are also services which can send you alert emails every time a certain term is mentioned in blogs and other social media tools. One example of such a service is Social Mention (<http://www.socialmention.com/>).

You should find and assess the social media tools that your target audiences are using by simply asking them how they like to receive information. This feedback can be used to inform strategic plans, future communications, and help you plan for greater participation in social media

b. Get Active

Once you've listened for a while and understand the concerns of a social media community, you can become more active.

You can post links to information to help people answer questions they have, or you can actively correct an inaccuracy on a blog, forum or a wiki. This sort of activity can be done, in the blogs, forums and wikis that others have established. Always identify yourself as a professional from your Office and if you are responding on behalf of your Office and pass on factual information only – not personal opinions.

c. Become Engaged

Eventually your Office can become more engaged. You can set up a group on a social networking site and regularly introduce content for discussion, or you can establish a Twitter® profile and begin contributing and actively posting and answering questions. You'll need to post regularly, moderate comments as appropriate, and check regularly for messages that require a response.

6. Evaluating Social Media

One of the key benefits of using social media is the measurability of each channel. Many evaluation tools are available and able to deliver statistics to establish impact of each activity.

Some examples are as follows:

- ▶ Google Analytics — Analytics tool used for evaluating the increase in traffic to your website from social media sources. Statistics include usage, demographics, source and exit rate.
- ▶ YouTube® utilises Google Analytics built in the user account to deliver statistic information including rates and times videos are watched and their exit points.
- ▶ Hootsuite — Is one of many collaboration tools which deliver statistics for evaluating one social media account against another so a comparison can be made on between each channel being utilised in a campaign.
- ▶ Facebook® — Community accounts have built in analytical tools for evaluating the success of a campaign. This will include demographics and an analysis of the peaks and troughs in conjunction with the communication and comments being made.
- ▶ Tweet Reach — Is a tool for analysing how far and the level of reach each tweet had on Twitter®. This is useful for seeing how users engaged with the tweet (clicked on the link), how often it was Re-Tweeted and the audience that was reached.

G: MEDIA ENGAGEMENT FACTSHEET

This fact sheet will assist you with engaging the media to attract attention to your IP Office's efforts to educate the public on key intellectual property issues relating to business and IP creators.

By developing mutually beneficial relationships with your local media, you can amplify your promotional efforts through the print, broadcast and electronic media, to shape public perception of your organisation and IP issues. Cultivating positive relationships with the media can aid in launching successful awareness campaigns and strengthen your community's efforts to attract new audiences to the IP community.

- ▶ Positive coverage from the local media can generate enthusiasm and community-wide involvement in economic development efforts.
- ▶ Benefits of media engagement to enhance your IP Office's PE&A.
- ▶ Your IP Office can create solid, credible, long-term relationships with local, national and niche media to improve local coverage of the community.
- ▶ Engage the expertise of influential journalists to create powerful narratives on IP usage in business.
- ▶ Leverage the various forms of broadcast mass media in your country (e.g., commercial, educational, and community access, TV and radio).
- ▶ Use print and other media forms (e.g. mainstream newspapers, magazines, industry journals, information meetings, town meetings, and word of mouth).
- ▶ Launch social network sites to spread messages.

Questions to ask of your IP Office's PE&A efforts in relation to the media

- ▶ What is the role of the media in our communication activities?
- ▶ How does the media work in our country, and how can we influence them and get them to work with our efforts?
- ▶ What are the steps for developing an effective media campaign to support our PE&A efforts?

The power of mass media: Working with broadcast & print outlets

- ▶ Broadcast media outlets such as radio, television and Internet broadcasts create visual images inside the viewers' or listeners' minds that help your IP Office make lasting impressions. Five minutes of well-prepared radio interview material or 30 seconds of television air time can significantly promote your IP Office's message.
- ▶ Print media offer a very effective way to get your information out to the community. Newspapers and magazines give the readers time to digest the facts at their own pace and make it easier for interested parties to keep a record for future reference.
- ▶ You can engage broadcast media outlets in a variety of forms: media releases, current affairs programs, commercial and community television stations, radio, community and state newspapers, magazines, journals, directories and databases, posters, and brochures.

Using social media to spread your message

- ▶ Social media represent a broad change in how people communicate with one another and are clearly one of the biggest opportunities facing public education and awareness practitioners today. This is exciting for communities as it presents new channels and methods of reaching potential and existing audiences, especially business and students.
- ▶ Social media interactions can potentially build brand awareness, increase web traffic, create buzz about events, and serve as a community-building platform.
- ▶ You can use social media tools such as blogs, forums, virtual worlds, wikis, and social networks like LinkedIn®, Twitter®, Facebook®, and YouTube®. Measuring the usage of these channels is relatively simple, providing vital feedback on your PE&A efforts.

Case studies and storytelling: strategies for promoting success stories to the media

- ▶ Using success stories and case studies of IP and business can help to demonstrate to the target audiences that utilizing IP can add value to their business.
- ▶ Success stories can be posted on Web sites, distributed at conferences, packaged and tailored to particular audiences for journalists, and used in pre-written editorials.

Providing materials for the media: developing a media kit

- ▶ Press or media kits are commonly used for launches (product or service), news conferences, and large events/trade shows. By creating a media kit for your IP Office, you make it easier for media to use your information in the format required by them, for possible coverage.

Most media kits contain the following components:

- ▶ Backgrounder with historical information on the product, service or issue.
- ▶ Fact sheets covering IP topics, case studies
- ▶ Biographies of key people, individuals, artists, etc.
- ▶ Generic editorial materials, key IP statistics for your country
- ▶ Past press coverage
- ▶ Photos or other images (high resolution) of key people, logos, products, etc.
- ▶ Media contact information (usually PE&A department or spokesperson)
- ▶ A CD, DVD, link to video, social media sites, websites etc. as appropriate to the release
- ▶ Collateral promotional material, such as: publications, postcards, fliers, newspaper advertisements, etc.

IP Australia has developed a special area for journalists on their website – see <http://www.ipaustralia.gov.au/about-us/news-and-media/for-journalists/>.

(Developed with combined material from <http://www.pe.gatech.edu/courses/tools-trade-how-engage-media-your-partner-economic-development>, http://en.wikipedia.org/wiki/Press_kit_and www.ipaustralia.gov.au)

H: PARTNERSHIPS FACTSHEET

Building IP education partnerships and alliances

This fact sheet will assist you attract partnerships and alliances to extend your IP Office's efforts to educate the public on key intellectual property issues relating to business and IP creators.

By developing mutually beneficial relationships through forming strategic partnerships and alliances, you can amplify your outreach efforts and increase your IP Office's ability to attract similar audiences through these new networks.

Why partner or align with other organisations?

- ▶ There are a number of reasons you may choose to partner with other organisations to deliver PE&A activities, including:
 - ▶ Capitalise on limited resources and funding
 - ▶ Combine access to joint databases, memberships and mailing lists
 - ▶ Share costs of outreach activities including events, development of publications/resources
 - ▶ Provide added credibility from a trusted source on an IP issue (i.e. using accountants professional body to educate accountants on importance of IP as a business asset)

Who can my IP Office partner with?

- ▶ Universities, tertiary education facilities, research bodies
- ▶ Chambers of Commerce, business or industry groups, commercialisation bodies
- ▶ Private enterprise – legal profession, accountant bodies, large companies
- ▶ Government – small business, innovation, science, industry portfolios

How to choose a partner or alliance – some key questions to ask

- ▶ Does the organisation target similar audiences, aim for the same business objectives and key messages as your IP Office is trying to impart?
- ▶ How is the organisation structured, which key people are involved, what are their roles and responsibilities and how do they align with your IP Office?
- ▶ Who are the organisation's clients, how will you reach and leverage them? What are you gaining access to? In return, what benefits are you providing to the organisation?
- ▶ What are the mission & vision, what are they offering? Which hurdles could stop you from reaching your goals?
- ▶ Is there a cultural fit between your IP Office and the partner?

Resources and further information on partnerships and alliances

- ▶ (Available on Online Community of Practice <http://www.aseanip.org>)
- ▶ Intellectual Property Office of New Zealand, Partnerships and alliances, presentation by Dianne Barraclough (May 2013, AANZFTA ECWP IP PE&A Workshop, Thailand)
- ▶ Department of Innovation Australia, Collaborations and Partnerships, presentation by Jane Dorrian (May 2013, AANZFTA ECWP IP PE&A Workshop, Thailand)
- ▶ Checklist for business alliances http://www.boardofinnovation.com/templates/alliance_business_model_checklist_template.pdf

I: EVALUATING YOUR ACTIVITIES FACTSHEET

This fact sheet explains why evaluation is important for your PE&A planning and ways to conduct an evaluation.

Evaluating Your Communications Efforts

You've implemented your PE&A plan, event or activity. But was your plan effective? Is it still appropriate for your intended audience? How do you know?

Evaluation creates accountability. See it as an opportunity to demonstrate how your program has made a difference. Positive results might also assist in finding new funding. Evaluation will also help improve the program while it is being implemented.

Go back to your initial objectives and review what you originally wanted to achieve. Remember, in order for objectives to be "real," they need to be measurable.

Measuring Your Effectiveness

Your measurement of effectiveness depends on your initial goal:

- ▶ Participant outreach: Did you meet your target number of participants? Were the participants (businesses, advisors, university students) the audience you originally targeted? Was your message received by your target audience? Was it understood? Referrals: Did your referring agencies (such as Chambers of Commerce, Universities, business advisors, IP attorneys) refer the number and the kinds of individuals and businesses you wanted?
- ▶ Community attitudes: Can you see (or measure) a change in attitudes toward your program or its participants? Did community norms change? How do you know?
- ▶ Stakeholder support: Did you get what you wanted? A next meeting? The beginnings of a relationship? Contact names? Policy consideration? Budget consideration? Budget approval?
- ▶ Funding: Did you get the attention of your funders for further outreach work? What was the outcome?

Other ways to measure success

- ▶ The number of requests for materials or information, downloads of your information from your website
- ▶ The number of web visitors (both unique and repeat visitors)
- ▶ The number of positive news stories or stories promoting your message
- ▶ Verbal or written feedback, negative or positive via social media or otherwise (i.e. post event feedback form)
- ▶ Number of likes or shares on Facebook®
- ▶ New members or partner organizations
- ▶ Number of attendees to your event or seminar

- ▶ Focus groups and workshops feedback (visit this link for a template www.who.int/entity/.../appendix2_model_workshop_evaluation_form.doc)
- ▶ Collect feedback and data via written or online survey tool (such as the free software tool www.surveymonkey.com).
- ▶ Employ a market research company to undertake qualitative/quantitative research on your behalf.

(Adapted from <http://www.tribalyouthprogram.org/sites/tribalyouthprogram.org/files/TYP%20Communications%20Toolkit.pdf>)

J: COMMUNICATION PLAN ON A PAGE TEMPLATE

PE&A Project Title: <INSERT PROJECT NAME>

DATE: <DAY— Month—YEAR>

WHAT IS THE OBJECTIVE OF THE COMMUNICATION, WHAT IS THE NEED?

Example:

- To raise awareness with SMEs of < XXX country's> new innovation patent legislation and enforcement regulations
- To increase innovation patent filings in SME sector

HOW CAN COMMUNICATION HELP TO ACHIEVE IT?

Examples:

- Generate awareness
- Build credibility/image
- Educate/inform
- Action
- Behaviour change

WHO DO YOU NEED TO TELL? (AUDIENCE SEGMENTATION)

- To what degree does the audience know and understand the issue?
- What do you want your audience to do because of this issue?
- What new attitudes, perceptions and behaviours will the audience need to adopt to achieve the communication objective?
- What do you already know about the audience, their needs/wants in relation to the issue?

WHAT DO WE NEED TO COMMUNICATE? (KEY MESSAGES)

- What does the audience need to know?
- What do you want to tell your audience?
- What is the benefit to the audience? ('what's in it for me?')
- Where can the audience go for more information?

WHICH COMMUNICATION TOOLS WILL BE USED FOR EACH AUDIENCE? (CHANNELS)

Examples:

- Social media
- IP Office or Ministry website, special sub-sites
- Publications, factsheets, newsletters
- Paid advertising - Television, radio, magazines, newspapers
- Unpaid – public relations, editorial, case studies
- Events – seminars, workshops, public events, webinars
- Direct mail – printed or email to database

TIMING

- Will the message and communication activity be impacted by or compete with another event/issue/occurrence?
- Is it too early/too late to communicate the message to the audience?

BUDGET

- What is the budget for the whole communication plan and individual activities?
- What factors could increase or decrease the cost of the activities?
- Is there a contingency fund available?

EVALUATION (ASSESSING EFFECTIVENESS)

- Have targets/benchmarks been met?
 - How will you evaluate if the communication plan has been successful?
- Examples:
- Attendance numbers at events, number of website visits, downloads of publications, publications distributed, number of email/telephone enquiries, rise in innovation patent filings, evaluation feedback forms at events, surveys (qualitative and quantitative, telephone, online, paper based).

(Based on several formats outlined in Practitioner's Guide to developing a communication toolkit for managers, Melcrum Publishing 2006)

K: USEFUL LINKS AND RESOURCES

RESOURCE	DESCRIPTION AND WEB ADDRESS
WIPO SME Resources	WIPO's program of activities for SMEs aims to encourage a more effective use of the intellectual property system by SMEs worldwide. http://www.wipo.int/sme/en/
China IPR Help Desk	The China IPR SME Helpdesk supports European Union (EU) small and medium sized enterprises (SMEs) to both protect and enforce their Intellectual Property Rights (IPR) in or relating to China, through the provision of free information and services. http://www.china-iprhelpdesk.eu/
ASEAN IPR Help Desk	The ASEAN IPR SME Helpdesk is a free service which provides practical, objective and factual information aimed to help European SMEs to understand business tools for developing IPR value and managing risk. See more at: http://www.asean-iprhelpdesk.eu/?q=en/contact-us#sthash.UZnorMwO.dpuf http://www.asean-iprhelpdesk.eu/
ASEAN IPA	The ASEAN IPA comprises individual members who are citizens of, or persons domiciled in, an ASEAN country as well as organization members, which are registered or incorporated or otherwise legally recognized as carrying on business or having a presence in an ASEAN country, concerned with intellectual property. http://www.aseanipa.org/

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