



Survey 2015

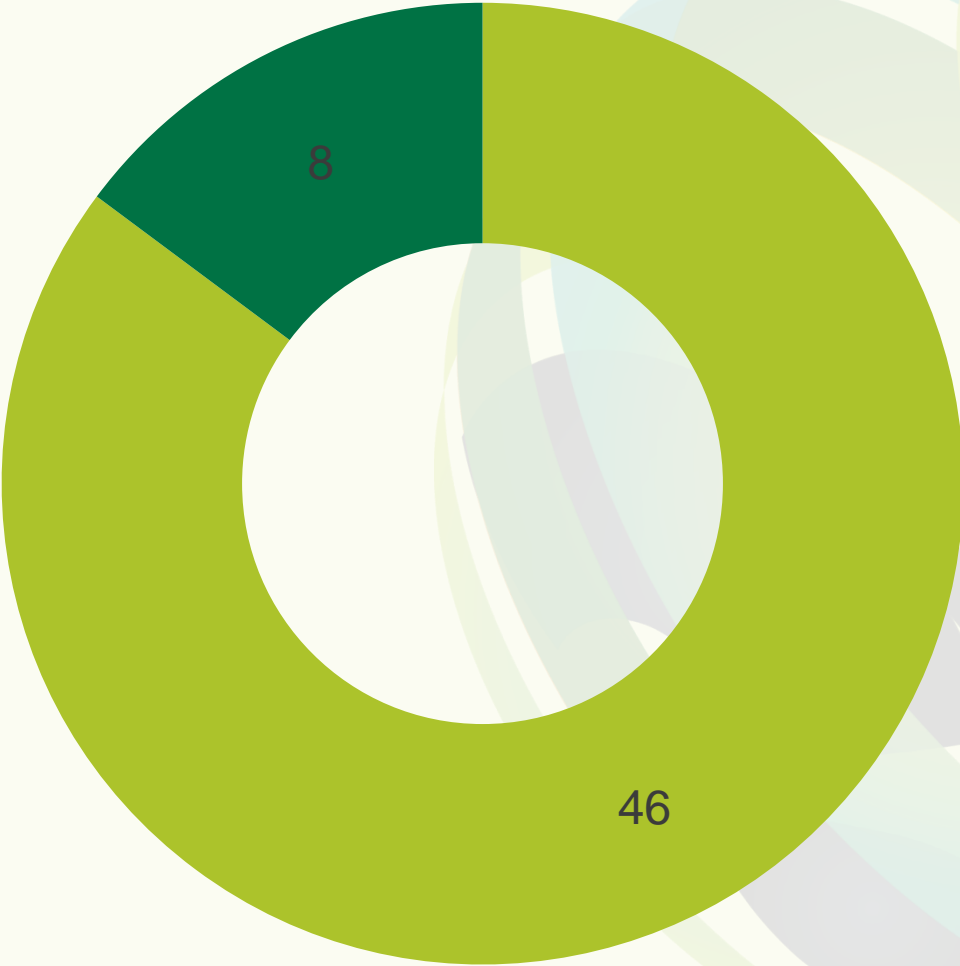
Outreach, communication and branding

2015-06-

IATI Steering Committee, Ottawa

Name of Presenter

Do you have sufficient information on IATI to promote it in different fora?



■ Yes ■ No

Communications and outreach

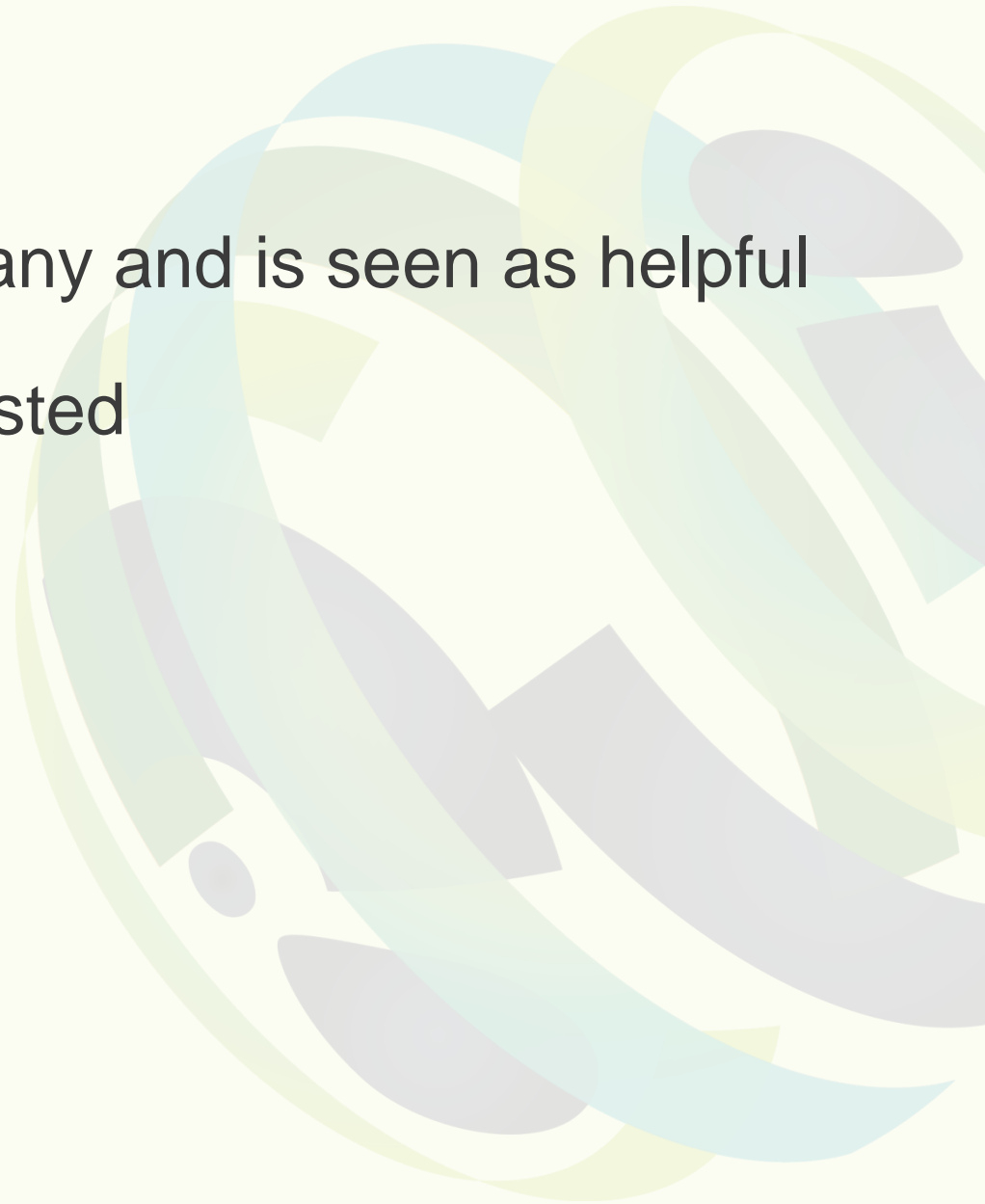
- Communications material should:
 - Be clear and concise
 - Be adjusted for different target groups
 - Illustrate the opportunities
 - Include case studies, lessons learned and examples
 - Aim to increase the quality of data and in extension its usefulness

Channels of communication

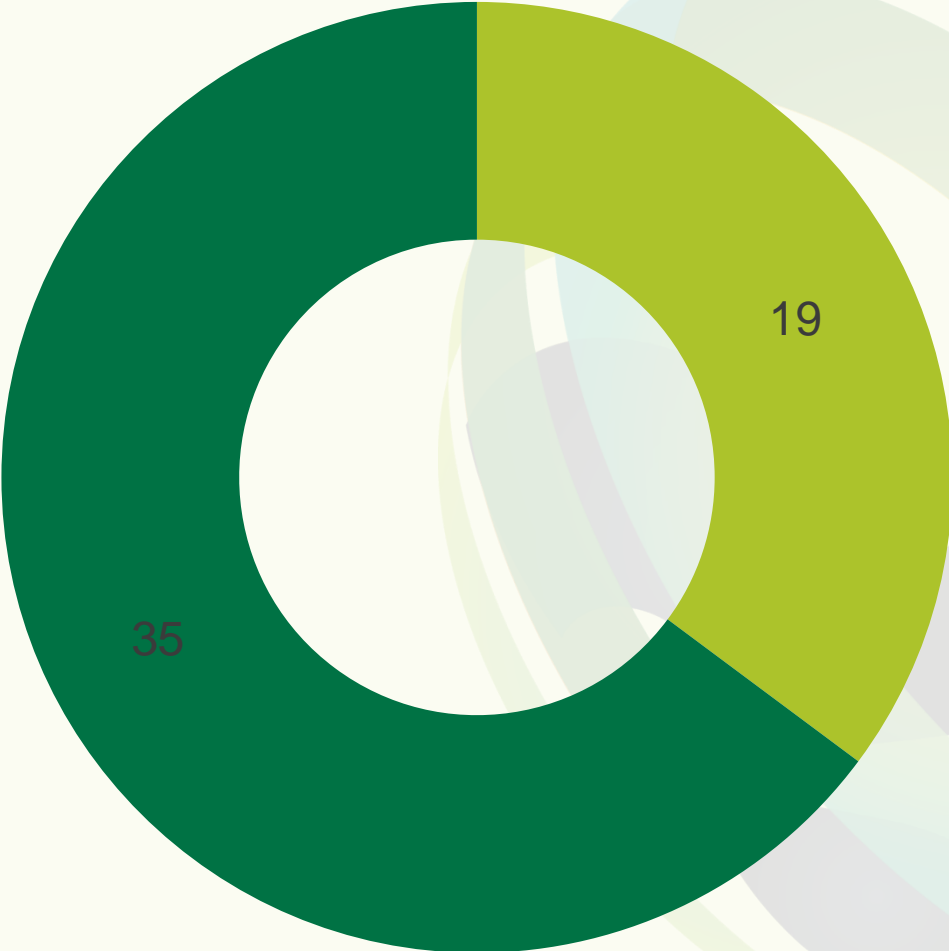
- In most part adequate
- Website needs update and more intuitive navigation
- Reviewed and timelier internal communications
- Newsletter from the Secretariat suggested

Speakers' kit

- Has been used by many and is seen as helpful
- Improvements suggested
 - Structure
 - Editable format
 - Content (updated)
 - Tone

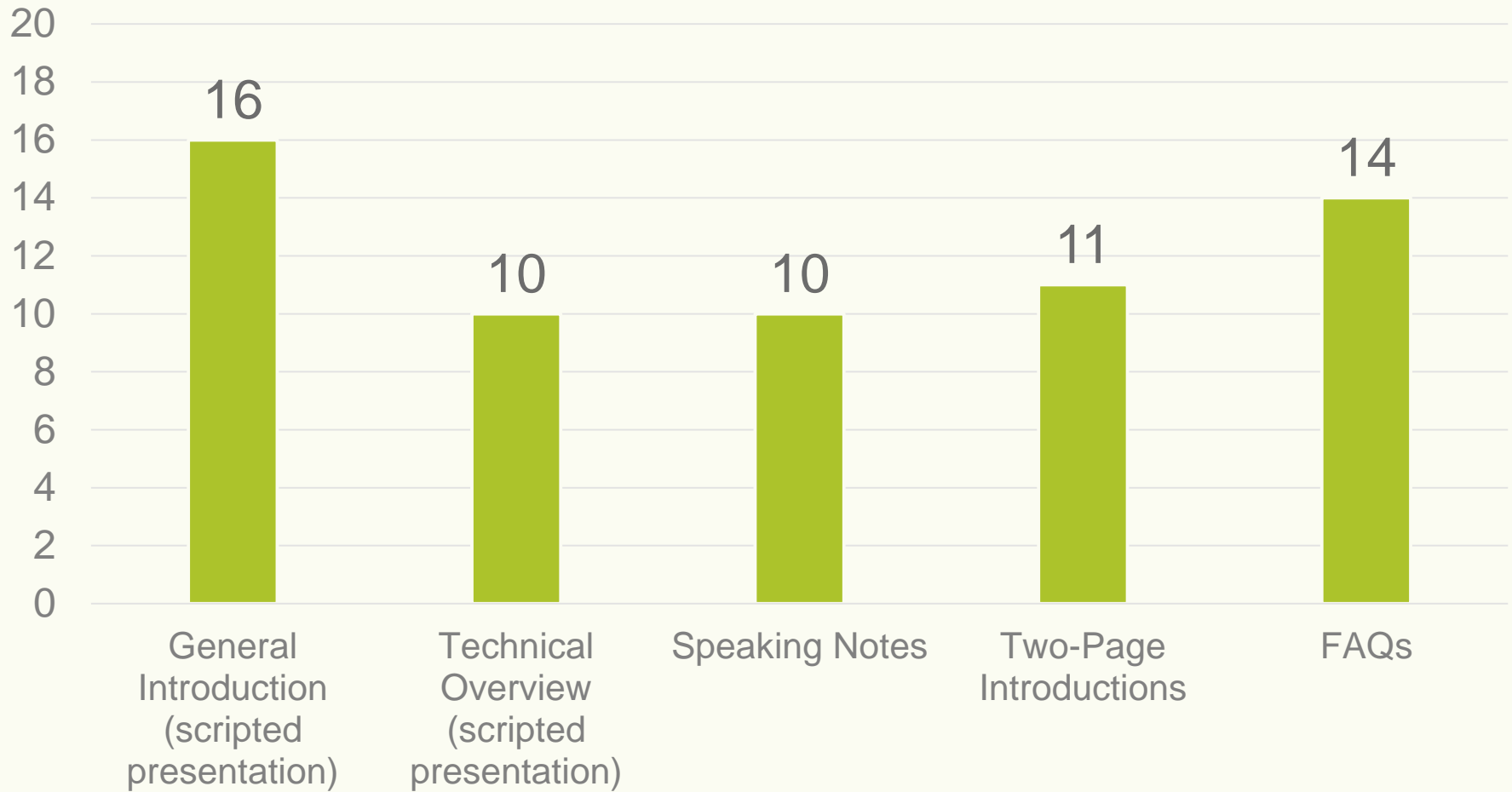


Have you used materials from the IATI Speakers' Kit?

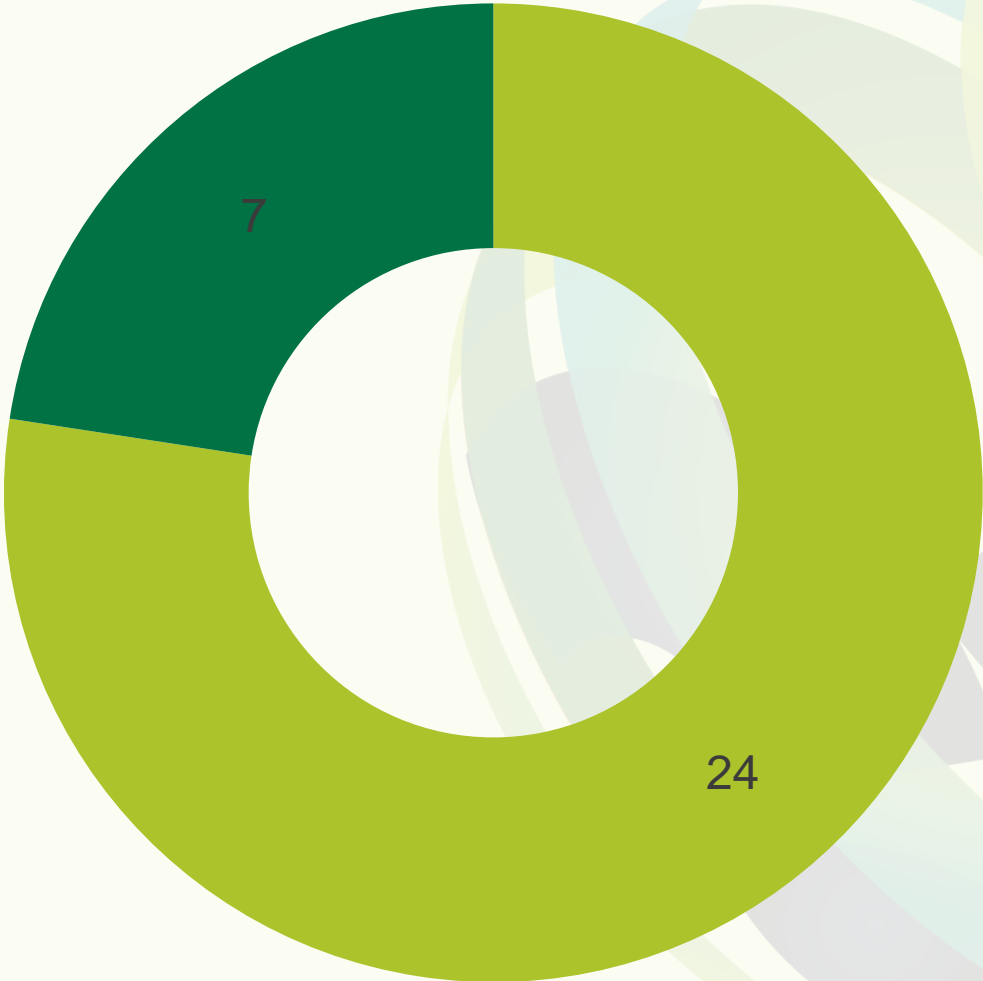


■ Yes ■ No

Please select which materials you have used from the IATI Speakers' kit.



Did you find the materials from the IATI Speakers' Kit useful?



■ Yes ■ No

Value and awareness of IATI – partner countries, data users and CSOs

- Most state an overall value
 - Quality label for AIMS
 - Forum for learning
 - Participate in global dialogue
- Awareness varies from very low to very high