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: 46
- No: 8
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: 35
- No: 19

Yes
No
Please select which materials you have used from the IATI Speakers’ kit.

- General Introduction (scripted presentation): 16
- Technical Overview (scripted presentation): 10
- Speaking Notes: 10
- Two-Page Introductions: 11
- FAQs: 14
Did you find the materials from the IATI Speakers’ Kit useful?

- Yes: 24
- No: 7
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