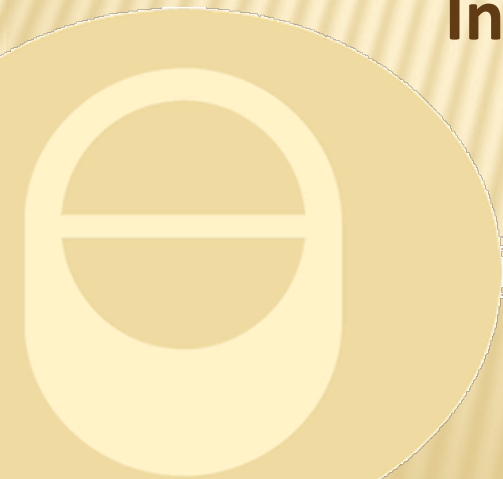


PROMOTION AND MARKET DEVELOPMENT COMMITTEE

International Coffee Organization

5 March 2014

London, UK



International Coffee Organization

SHORT-TERM OBJECTIVES

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



MEDIUM-TERM OBJECTIVES

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

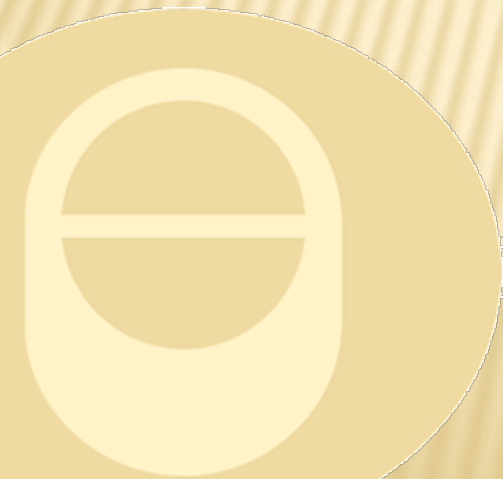
MEDIUM-TERM OBJECTIVES (*cont.*)

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



LONG-TERM OBJECTIVES

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



EXPECTED OUTCOMES

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