

## GUIDELINES FOR THE PROMOTION AND COMMUNICATION OF THE ASEAN Sustainable Tourism Award

This document describes the various ways in which each ASTA coordination unit can maximize the communication and media opportunities the ASEAN sustainable award can bring. Effective communication is a part and parcel of any successful competition. A communication should be free from barriers so as to be effective. Communication is a two way process where the message sent by the sender should be interpreted in the same terms by the recipient.

Each ASTA coordination unit should be using both its traditional channels and online channels to spread the word, for example through online advertising, press releases, public relation campaigns, asking local branches, announcing through social media channels, existing websites (ASEAN and national) and direct advertising at magazines and other media, newsletter marketing and others.

### I. External communication

- ✓ Identify public and private stakeholders and communities who may have an interest in the ASTA. This may include local tourism and administrative offices, local ground-handlers, hotels, etc., and communities already involved in tourism products and services;
- ✓ Identify the best methods for external communications based on the potential interested candidates;
- ✓ Develop key messages in local languages or in English and a basic overview of the competition including the benefits and other important messages. They may appear on project web pages, email alerts, newsletters, press releases, etc.

Then, organize the external communication as displayed in the table below.

Com. ID	Who; identify agencies, stakeholders, businesses, the public, etc.	What event or information will be provided?	When will the information be provided?	With what frequency?	Responsible Party

#### I.1. Press releases

Consider issuing several press releases to the local newspapers. The first one can be issued for the launching of the competition and should include details of the process and invite tourism stakeholders to visit ASEAN and national websites where details of the competition and application forms will also be available. Other press releases can be sent every two weeks until one month before the deadline for submission. A last press release can be sent the day after the ASEAN Tourism Forum and include details of winners. Always accompany a press release with a couple of photos which are relevant to the event. Photos should always include people, and a

striking or unusual photo is more likely to be published. Include details of who is in each photo and either their company or where they are from.

A press release should be simple in text, there is no need to write in flowery language or in clever prose. The heading should be simple, explaining exactly what has happened or what the event is.

### **I.2. Social Media**

It is free to set up a Facebook page and a twitter account. You can use these to advertise the competition, provide live updates during the competition, announce results and upload photos. Social media can create a real buzz further than it would normally reach. This helps to encourage new competitors to take part in future events. Connection to Social Media such as Facebook being free in many countries, they are also the opportunity to ask/answer questions

### **I.3. Local tourism offices**

Local tourism and administration offices are well placed to facilitate the diffusion of information amongst public and private tourism stakeholders. So, understanding that local government has a unique and critical role in the promotion of ASTA is essential.

### **I.4. ASEAN and National Tourism websites**

The ASEAN and National websites must play an important role in disclosing competition information and giving access to application sets.

### **I.5. Recommendations - Keeping the Communication Active**

- ✓ Communication plans can follow any format, but all plans should include
  - Target audiences,
  - Activities,
  - A timeline, and
  - Evaluation measures.
- ✓ After the competition is over, it is compulsory to keep the platform/webpages well maintained, as it would lead further press appearances and publicity for the organizers and winners. Furthermore, the platform/webpages can be later re-vitalized in order to arrange a new version of the competition. It is good to keep past participants informed every once in a while.

## **II. Internal communication**

### **II.1. Operating Guidelines**

- ✓ Develop an internal/external contact list and identify who is responsible for maintaining the list.
- ✓ Develop a method for capturing lessons learned.

- ✓ Identify who is responsible (national coordinator) for setting the agenda, taking notes and being in charge of the Frequently Asked Questions (FAQ).

## II.2. Team Protocol

- ✓ Determine the need for an Internal Scope of Work agreement (ASEAN secretariat, national assessors and national coordinators).
- ✓ Document communication methods including how services are secured (updates in both national and ASEAN websites) and agreed upon milestones, this may be addressed in the Scope of Work agreement.
- ✓ Identify a document management (including email) protocol for sharing, storing and archiving project documents. Identify a responsible party.

## II.3. Reporting

- ✓ Identify required reports, such as the FAQ reports.
- ✓ Identify who is responsible for ensuring the reports are prepared and distributed among ASEAN countries on time.
- ✓ Identify how often the indicators and selection criteria are updated, who is responsible for updating it, and how updates will be distributed or posted.

Com. ID	What, identify the deliverable.	How will the information be provided?	When will the information be provided?	With what frequency?	Party responsible for delivery.	Party responsible for accepting