



ASIAN PRODUCTIVITY ORGANIZATION

## PROJECT NOTIFICATION

12 February 2015

- 1. Project Code** 15-RP-01-GE-WSP-B
- 2. Title** Workshop on Social Marketing and Networking for National Productivity Organizations (NPOs)
- 3. Timing and Duration** 12–15 May 2015 (four days)
- 4. Venue** Dhaka, Bangladesh
- 5. Implementing Organization** National Productivity Organization, Ministry of Industries  
Shilpa Bhaban (1st Floor) 91, Motijheel  
Commercial Area, Dhaka-1000, Bangladesh  
Phone: 880-2-9562883/9587501  
Fax: 880-2-9563553/9585623  
e-Mail: npobangla@yahoo.com
- 6. Number of Overseas Participants** Up to 18 qualified participants from Cambodia, Republic of China, Fiji, Indonesia, IR Iran, Lao PDR, Malaysia, Mongolia, Pakistan, the Philippines, Sri Lanka, Thailand, and Vietnam. Other member countries with special interest in this project may nominate candidates upon consultation with the APO Secretariat.
- 7. Number of Local Participants** Up to six qualified participants
- 8. Closing Date for Nominations** 27 March 2015
- 9. Objectives**
  - a. To discuss the significance of marketing, networking, and communication strategies in enhancing the visibility of NPOs;
  - b. To share strategic communication activities and their best practices among NPOs; and
  - c. To come up with suggestions for an efficient marketing, networking and communication strategy to enhance the visibility of NPO and APO activities in member countries.

### 10. Background

NPOs are the backbone of the APO and the leaders of national productivity initiatives. Among APO member countries, NPOs represent different types of organizations, some of which are profit making (statutory bodies, private bodies) while others are not (government departments). In the context of governmental budget constraints and market competition, both profit-making and nonprofit NPOs share the same need to increase their visibility among partners and other governmental authorities and to raise public awareness of the productivity movement and their activities. The major focus should be on reaching out to a wider public to

improve NPO visibility.

Efficient strategic marketing, communication, and public relations (PR) are necessary for NPOs to communicate their activities and benefits to relevant stakeholders. They can help gain support from governments, convince principal stakeholders to support productivity initiatives, and enhance the formation of strategic partnerships. The APO will organize a four-day workshop to discuss marketing and networking applications for NPOs. Participants will share the best practices of strategic communication and come up with new ideas for marketing and networking strategies to improve NPO recognition and visibility.

## 11. Scope and Methodology

The tentative topics to be covered are:

- a. Organizational visibility
- b. Marketing, networking, and strategic communication concepts, core activities, and tools;
- c. New trends in networking, social media marketing, and communication; and
- d. Best practices in NPO communication and PR activities.

The workshop will consist of presentations and case studies by experts, country paper presentations, knowledge-sharing sessions among participants; and site visit.

The tentative program of the workshop is given below:

<b>Date/Time</b>	<b>Activity</b>
Mon., 11 May	Arrival of participants in Bangladesh
Tue., 12 May	Opening session Presentations by resource persons Country paper presentations
Wed., 13 May	Country paper presentations (cont.) Presentations by resource persons (case studies)
Thurs., 14 May	Site visit Group discussion and formulating action plans
Fri., 15 May	Group discussion presentations Comments from resource persons Program evaluation Closing session
Sat., 16 May	Departure of participants

## 12. Qualifications of Candidates

The participants are expected to possess the following qualifications:

Present Position	Officers, consultants from NPOs (ideally engaged in communication and PR activities).
Experience	At least three years of experience in the position described above.
Education	University degree or equivalent qualification from a recognized university/institution.
Language	All presentations and discussions during the workshop are

conducted in English, and participants are frequently required to make oral and written presentations. They must therefore be proficient in spoken and written English. Those who are not proficient in English will not be accepted.

Health	Physically and mentally fit to attend an intensive project requiring participants to complete a number of individual and group activities and strenuous fieldwork. It is therefore recommended that member countries do not nominate candidates likely to suffer from physical and mental stress.
Age	Candidates who fit the above profile are typically between 30 and 45 years of age.
APO Certificate	Participants are required to attend the entire program to receive the APO certificate of attendance.

### **13. Financial Arrangements**

#### **To be borne by participants or participating countries**

- a. Participants' insurance premiums: All participants should be fully insured against accident and illness (including hospitalization and death) for a principal sum equivalent to US\$10,000.00 for the entire duration of the project and travel and must submit to the APO Secretariat a copy of the comprehensive travel insurance certificate before participation. Such insurance should be valid in the host country. This insurance requirement is in addition to existing government insurance coverage in some member countries. If any participant is unable to insure himself/herself as stipulated above, he/she should secure this insurance in the host country at the commencement of the project and pay the premium himself/herself, if necessary, from the per diem allowance provided. Neither the APO nor the implementing organizations will be responsible for any eventuality arising from accident or illness.
- b. All expenses related to visa fees and airport taxes.
- c. Any expenses incurred by participants for stopovers on the way to and from the project venue as well as for extra stay at the project venue before and/or after the official project period because of early arrival or late departure, for example, due to either limited available flights or any other reason.

#### **To be borne by the host country**

- a. Per diem allowances and hotel accommodation for up to 18 overseas participants for up to five days at the rate to be specified later.
- b. All local implementation costs.

#### **To be borne by the APO**

- a. All assignment costs of overseas resource persons.
- b. Round-trip economy-class international airfare by the most direct route between the international airport nearest to the participants' place of work and Dhaka. As far as practicable, all participants should purchase discount tickets. Please note that the arrangements for the purchase of air tickets should follow the "Guide on Purchases of Air Tickets for APO Participants," which will be sent to the selected participants. It is also available on the APO website and from APO Liaison Officers in member countries.

#### 14. Actions by Member Countries

- a. Each participating country is requested to nominate three or more candidates in the order of preference. Please ensure that candidates nominated meet the qualifications specified under section 12 above.
- b. No form of self-nomination will be accepted. All nominations must be endorsed and submitted by an APO Director, Alternative Director, Liaison Officer, or their designated officer.
- c. Please note that nomination of a candidate does not necessarily guarantee that he/she will be selected. Selection is at the discretion of the APO Secretariat. A basic criterion for selection is the homogeneity of the participants in terms of qualifications and work experience. Nonselection therefore does not mean that the candidates concerned are not competent enough. Sometimes candidates are not selected because they are overqualified for a project.
- d. Each nomination should be accompanied by the necessary documents. A nomination lacking any of these documents may not be considered: two copies of the candidate's biodata on the APO biodata form together with a passport-sized photograph. The biodata form can be downloaded from the APO website ([www.apo-tokyo.org](http://www.apo-tokyo.org)). We encourage submitting the biodata form to the APO Secretariat in electronic form as an attachment to a cover e-mail message from the APO Director, Alternate Director, or Liaison Officer. The nomination documents should be sent to the Research and Planning Department, APO Secretariat (e-mail: [rp@apo-tokyo.org](mailto:rp@apo-tokyo.org), fax: 81-3-5840-5324).
- e. The APO Medical and Insurance Declaration/Certification Form. Every candidate must complete and submit a copy of the APO Medical and Insurance Declaration/Certification Form with his/her biodata at the time of nomination. Please note that self-declaration is sufficient for candidates without any of health conditions or illnesses listed on the reverse side of the medical form. However, for all others, medical certification by a licensed physician on the reverse side of the medical form is required.
- f. Necessary documents are to be submitted electronically. In that case, there is no need to send a hard copy by postal mail. However, if the documents are submitted by fax, member countries are requested to mail the originals of the documents to the APO Secretariat as well. If a digital photograph of a nominee is not attached to the electronic biodata form, a hard-copy photograph should be sent to the APO Secretariat by postal mail. Please give the candidate's name and the project code on the reverse side of the photograph.
- g. Member countries are requested to adhere to the nomination deadline given on page 1. The APO Secretariat may not consider late nominations as they have in the past resulted in considerable difficulties to the implementing organization in its preparatory work for the project.
- h. For member countries where nominations are required to be approved by higher government authorities and require a longer time, the APO Liaison Officers/NPOs are urged to send the names of nominees on or before the deadline, indicating that government approval will follow.
- i. If a selected participant becomes unable to attend, he/she should inform the APO Liaison Officer/NPO in his/her country immediately and give the reason for withdrawal. The NPO concerned is requested to transmit that information to the APO Secretariat and the host country promptly.
- j. NPOs are requested to inform the selected participants that they are not to bring family members or to engage in any private business activities during the entire duration of the

project.

- k. Each selected participant should be instructed to arrive at the venue one day before the start of the official project. Also, he/she is expected to return home upon completion of the official project because he/she is visiting the host country for the specific purpose of attending this APO workshop.
- l. NPOs should inform participants that they must attend all five days of the project to qualify for the certificate of attendance.

#### **15. Actions by the APO Secretariat**

- a. Under normal circumstances, candidates who are selected will be informed of their acceptance at least four weeks prior to the start of the project.
- b. If some candidates fail to qualify or be unable to participate after selection, or if some member countries fail to nominate any candidate, their slots may be filled by alternates from the same or another member country on a merit basis.

#### **16. Project Preparation**

The participants are required to prepare a paper prior to departure for the project venue. In preparing the paper, they are expected to follow the attached "Guidelines for the Preparation of Country Papers."

#### **17. Postproject Actions**

All participants are required to prepare action plans and share the plans with their NPOs. The APO will also request participants to submit progress reports six months after completion of the workshop.

#### **18. Evaluation of Participants**

If the conduct/attendance/performance of a participant is not satisfactory, these will be reported to the APO director concerned.

#### **19. Guide for Participants**

Other conditions for participation are given in the *APO Guide for Participants*, which is available from APO Liaison Officers/NPOs in member countries and on the APO website ([www.apo-tokyo.org](http://www.apo-tokyo.org)).



Mari Amano  
Secretary-General

15-RP-01-GE-WSP-B

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**Guidelines for Preparation of Country Papers**  
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The participants in this workshop are expected to prepare and present country papers keeping in mind the objectives, scope, and proposed outline below. The fundamental objective of country papers is to give an overall view of how current communication and PR activities are being conducted in NPOs.

**Proposed Outline of Country Papers**

1. Importance of visibility and communication strategy to NPO activities.
2. Overview of the current communication and PR activities in NPOs.
3. Challenges encountered by NPOs in implementing communication and PR activities.
4. Forms of intervention needed to cope with those challenges to improve the communication and PR plan.

The country paper should be printed out, single-spaced, on standard A4-sized paper and be between 3 and 5 pages in length, excluding tables/figures. Each participant should prepare a PowerPoint file for presentation of the country paper. A soft copy of the country paper and PowerPoint file should reach the APO ([hngo@apo-tokyo.org](mailto:hngo@apo-tokyo.org); [kmaruyama@apo-tokyo.org](mailto:kmaruyama@apo-tokyo.org)) and NPO Bangladesh ([npobangla@yahoo.com](mailto:npobangla@yahoo.com)) no later than 24 April 2015. All participants are expected to make a PowerPoint presentation of 20 minutes including a Q&A session. The presentations should focus only on the main points of the country paper. It is suggested that participants organize their presentation based on the topical outline above.