



PROJECT NOTIFICATION

Reference No.: 384

Date of Issue	26 April 2024
Project Code	24-CP-27-GE-WSP-A
Title	Workshop on Digital Communications Strategy for the Public Sector
Timing	26 June 2024–28 June 2024
Hosting Country(ies)	Republic of China
Venue City(ies)	Not Applicable
Modality	Online
Implementing Organization(s)	China Productivity Center and APO Secretariat
Participating Country(ies)	All Member Countries
Overseas Participants	38
Local Participants	12
Closing Date	11 June 2024
Remarks	Not Applicable

Objectives	Learn about digital communication strategies for the public sector to better engage citizens and effectively leverage new tools and techniques for digital outreach
Rationale	The APO Vision 2025 embraces smart transformation, including the application of technologies to improve marketing and communication tools. In order to engage with and provide public services to citizens, public-sector organizations in APO members must adopt new technologies and procedures such as digital communication for wider outreach. This involves leveraging new tools and techniques for better citizen engagement.
Background	<p>Creating a digital strategy for the public sector involves more than just utilizing new technology. It requires changing how governments function and engage with their constituents through the development of more responsive, transparent, effective public services that satisfy the demands of the digital era.</p> <p>The Harvard Business Review reported in 2022 that the rise of social media and other digital communication channels have had a major impact on how public-sector organizations engage with citizens. The pandemic also accelerated the need to introduce new digital tools for inclusive engagement with communities in policymaking.</p> <p>Communication is now fragmented, and organizations must employ strategic approaches to take advantage of new opportunities for outreach. Digital communications can be utilized to achieve open collaboration, communication, and transparency in public engagement.</p>
Topics	Understanding the importance of social media and other digital communication tools; Incorporating digital marketing concepts in public policy; Strategic approaches to engagement with citizens; Examining impacts of digital communications in policymaking to engage with citizens; Managing negative digital communications and Identifying digital collaboration methods for expanding inclusive outreach.
Outcome	Enhanced understanding of digital communications, improved engagement between the public sector and citizens, applying these concepts to policymaking, and learning from case studies of best practices in implementing digital communication strategies.
Qualifications	Government officials, policymakers, and managers and staff of public-sector organizations and NPOs involved in digital communications and community/citizen outreach.

Please refer to the implementation procedures circulated with this document for further details.



Dr. Indra Pradana Singawinata
Secretary-General