



General Guidelines on UNPAN's Outreach Activities

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With the development of the UNPAN programme, particularly its portal, which has received a very positive reaction from its clients worldwide since its launching in 2001, it was decided by the UNPAN members at the 5th Interregional Consultative Meeting held in Mexico on 7 November 2003 that the promotion activities of the UNPAN work and services should be further strengthened at the regional level, to be conducted particularly by all UNPAN-ORCs/OICs.

In connection with this decision, general guidelines on UNPAN's Outreach Activities have been drawn up for the consideration and implementation of all UNPAN members, which are as follows:

1. All UNPAN members should consider producing UNPAN-related information to be included in their respective brochures. It should indicate its participation as a member and its involvement in UNPAN activities, based on the UNPAN brochure produced by UNPAN-NY (<http://www.unpan.org/dpepa-inuactivities.asp#U>). This information should be part of the promotion kit of the respective UNPAN-ORCs.
2. All UNPAN members should take advantage of all occasions of their activities (such as meetings, training workshops, conferences, missions, correspondence, and distribution of information of its institution) to inform as many audiences as possible about UNPAN in their respective regions. The ways to disseminate UNPAN information could be as follows:
 - a. Through the UNPAN website:
 - (i) Inform people about UNPAN through the Internet, particularly through the UNPAN web pages in which the information of your ORC has been posted, such as your meetings, workshops, publications, databases, etc.;
 - (ii) The information concerning your participation as a member and involvement in UNPAN activities should also be made available on your respective websites.
 - b. Through UNPAN hard-copy materials:
 - (i) When you have bilateral meetings or participate in a conference or are organizing your own meetings, the UNPAN-related materials should be always included in the document package for distribution;
 - (ii) Establish an email notification function on the UNPAN website homepage (by UNPAN-NY) in order to allow its users to subscribe to the UNPAN News Alert! online;
 - (iii) All UNPAN members should send a letter of invitation to their respective network members or counterparts to inform them about the availability of UNPAN services, and ask them whether they would like to receive email notification of the monthly News Alert!.

3. An UNPAN CD ROM will be developed by UNPAN-NY and UNPAN-ORC-CPSI in consultation with all members of the network. This CD ROM will provide UNPAN users with two major sections of information:
 - a. About UNPAN (background information, concept, managerial organization and process);
 - b. How to access UNPAN services and products at both the international and regional levels, and information on the activities of the UNPAN network and IT capabilities.

Once the CD ROM is produced, it will be provided to all UNPAN members for distribution in their respective regions. The CD-ROM will originally be developed in English only. ORCs wishing to have the CD produced in the language of their choice have two options for this. Fund the development of a new CD using the English script and the CD ROM as an example, or alternatively, simply do a language voice-over on the English CD-ROM. The logistics and costs of CD-ROMs in other languages would need to be discussed with UNPAN-NY.