## Tool 6: Worksheet

### Diagrammes and tools

**Table 1: Instruments to present, receive and exchange information**

<table>
<thead>
<tr>
<th>Presentation</th>
<th>Receipt</th>
<th>Sharing and Exchange</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newspapers and articles</td>
<td>Public hearings</td>
<td>Workshops</td>
</tr>
<tr>
<td>Radio and TV programmes</td>
<td>Survey questionnaires</td>
<td>Special task forces</td>
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<tr>
<td>Speeches and presentations to groups</td>
<td>Survey on the web</td>
<td>Interviews</td>
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<tr>
<td>Field trips / Exhibits</td>
<td>Public inquiry</td>
<td>Advisory boards</td>
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<tr>
<td>School programmes</td>
<td>Media balloting</td>
<td>Informal contacts</td>
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<tr>
<td>Films</td>
<td>Public meetings</td>
<td>Study group discussions</td>
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<tr>
<td>Brochures</td>
<td></td>
<td>Interactive events on the internet</td>
</tr>
<tr>
<td>Newsletters</td>
<td></td>
<td>Gaming and simulation</td>
</tr>
<tr>
<td>Reports / Letters</td>
<td></td>
<td></td>
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<tr>
<td>Conferences</td>
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</tbody>
</table>
## Table 2: Conceptual framework to connect the target audiences to CDS phases through communication instruments

<table>
<thead>
<tr>
<th>STRATEGY FORMULATION PROCESS</th>
<th>MARKETING &amp; COMMUNICATION INSTRUMENTS</th>
<th>TARGET AUDIENCE</th>
</tr>
</thead>
</table>
| **Phase 1: Situation analysis** | Advertise:  
- Design the CDS webpage  
- Post the city profile, the SWOT analysis on the webpage and link to the city hall webpage  
Direct marketing:  
- Internal management meetings  
- Stakeholders forum on the city profile and the SWOT analysis | All stakeholders  
Sectoral consultative groups |
| **Phase 2: Visioning and strategic objectives** | Advertise:  
- Post the vision on the webpage and link to the city hall webpage  
- Invite the website visitors to comment  
Direct marketing:  
- Internal management meetings  
- Stakeholders forum on vision  
Public relations:  
- Press release/publicity on the stakeholders forum | All stakeholders  
Sectoral consultative groups  
All stakeholders |
### Phase 3: Strategy formulation (defining programmes and projects)

#### Advertising:
- Post the strategy document on the webpage and link to the city hall webpage
- Invite the website visitors to comment

#### Direct marketing:
- Internal management meetings
- Stakeholders forum on the strategy development and action plan
- Design CDS brochure and distribute by direct mail to stakeholders

#### Public relations:
- Press release/publicity on the stakeholders forum

### Phase 4: Strategy Implementation / Monitoring and evaluation

#### Advertising:
- All stakeholders

#### Direct marketing:
- Sectoral consultative groups

#### Public relations:
- All stakeholders