

Tool 6: Worksheet

Diagrammes and tools

Table 1: Instruments to present, receive and exchange information

Presentation	Receipt	Sharing and Exchange
<ul style="list-style-type: none"> ▪ Newspapers and articles ▪ Radio and TV programmes ▪ Speeches and presentations to groups ▪ Field trips / Exhibits ▪ School programmes ▪ Films ▪ Brochures ▪ Newsletters ▪ Reports / Letters ▪ Conferences 	<ul style="list-style-type: none"> ▪ Public hearings ▪ Survey questionnaires ▪ Survey on the web ▪ Public inquiry ▪ Media balloting ▪ Public meetings 	<ul style="list-style-type: none"> ▪ Workshops ▪ Special task forces ▪ Interviews ▪ Advisory boards ▪ Informal contacts ▪ Study group discussions ▪ Interactive events on the internet ▪ Gaming and simulation

Table 2: Conceptual framework to connect the target audiences to CDS phases through communication instruments

STRATEGY FORMULATION PROCESS	MARKETING & COMMUNICATION INSTRUMENTS	TARGET AUDIENCE
Phase 1: Situation analysis	<p>Advertising:</p> <ul style="list-style-type: none"> • Design the CDS webpage • Post the city profile, the SWOT analysis on the webpage and link to the city hall webpage <p>Direct marketing:</p> <ul style="list-style-type: none"> • Internal management meetings • Stakeholders forum on the city profile and the SWOT analysis 	<p>All stakeholders</p> <p>Sectoral consultative groups</p>
Phase 2: Visioning and strategic objectives	<p>Advertising:</p> <ul style="list-style-type: none"> • Post the vision on the webpage and link to the city hall webpage • Invite the website visitors to comment <p>Direct marketing:</p> <ul style="list-style-type: none"> • Internal management meetings • Stakeholders forum on vision <p>Public relations:</p> <ul style="list-style-type: none"> • Press release/publicity on the stakeholders forum 	<p>All stakeholders</p> <p>Sectoral consultative groups</p> <p>All stakeholders</p>

