Global Dossier Task Force Communications and Outreach to Stakeholders

Global Dossier Task Force Meeting

January 23, 2012

The Hague

Engage all Stakeholders

- Capitalize on the interest and enthusiasm of stakeholders

- Create an open environment for participation

- Embrace a user-centric approach to delivering Global Dossier functions

Communication Goals

- Raise awareness and interest

- Create an on-going dialogue

- Operate in an inclusive and transparent manner

- Obtain buy-in

How To?

- Identify effective communication mechanisms, channels and opportunities
  - eForum – e.g.,Idea Scale
  - Industry events
  - IP office events
  - Partnership opportunities (Task Force members, others)
- Build and implement a communication plan leveraging these mechanisms

IdeaScale Demo

Decision Points

- Account Registration

  - The site can be configured to either automatically grant access to users requesting accounts or require moderator approval before the user can access the site

- Submitting Content

  - Likewise, the site can be configured to either automatically post and display user submitted content or require moderator approval before the idea/comment is displayed to the community

Decision Points

- Moderators
  - Decision should be made whether we have a single Office handle the moderator duties or assign a moderator in each participating Office

- Translation
  - IdeaScale provides a built-in translation tool but the translation quality is unknown and it adds an additional layer of complexity

Wrap Up

- Go/No Go decision on IdeaScale

- Discussion on Task Force members' ideas on outreach opportunities and communication plans

- Next steps

Thank You!