

TEEB Country Studies Media Training

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How to communicate about a new TEEB Report



TEEB national Report

A. Pre-Publication

1. Language Editing > Editor
2. Graphic Editing > Graphic Designer
3. Report + Executive Summary
4. Printing plans...
Shall we print? / How many copies?
5. Distribution Plan



TEEB national Report

B. Publication

1. Executive Summary
2. Key Messages
3. Press Release
4. Website + Social media
5. Press conference, interview?

TEEB national Report

C. After-Publication

1. Dissemination plan: audience(s)
2. Press Release
3. Website + Social Media
4. Video – Infographic - Multimedia
5. MONITORING = **Listening**

IT'S NO LONGER ENOUGH TO BE
GOOD AT WHAT YOU DO; YOU
HAVE TO BE GOOD AT
TELLING PEOPLE WHAT YOU DO.

CATRIONA POLLARD
UNKNOWNTOEXPERT.COM



ANY
QUESTIONS
?

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