The WIPO Guide
to **Intellectual Property Outreach**

Is Anybody **LISTENING** ?

CONTENTS

INTRODUCTION

The information contained in this Guide was originally developed as a series of mini guides on the World Intellectual Property Organization's (WIPO) website in response to requests from intellectual property (IP) offices and organizations for information on IP outreach. The mini guides have now been compiled in this print edition to increase their ease of use and distribution.

The Guide can be used to plan and implement information campaigns and outreach activities to foster innovation, increase IP registration and/or discourage piracy and counterfeiting activities. It is divided into two main sections:

- Planning a public outreach campaign;

- Using communication tools effectively.

These complementary, and sometimes overlapping, sections point out the questions which should be addressed at each stage of an outreach campaign. The answers to these questions help to shape the outreach strategy. Both sections of the Guide also outline a series of steps that can be taken to put the outreach plan into action.

While the Guide suggests a structure for planning and carrying out IP-related outreach campaigns, it cannot replace the services of local communications professionals. Moreover, local customs and culture have a major impact on how messages are worded and promoted in publicity campaigns in different countries. This Guide has therefore been stripped to the essentials which tend to apply worldwide.

This Guide is complemented by a list of examples of successful initiatives worldwide, which is regularly updated at www.wipo.int/ip-outreach/en/guides/examples/.

PLANNING A PUBLIC OUTREACH CAMPAIGN

The ultimate aim of any outreach campaign is to change the behavior of the target audience. A campaign aiming to foster innovation can only be considered successful if it results in more people engaging in inventive or creative activities. Likewise, anti-piracy campaigns only succeed if consumers stop buying pirated goods.

It takes much time, research, and planning to develop and properly execute an outreach campaign that can actually change the behavior of the target audience. In fact, several campaigns may need to be executed in succession before the desired change in behavior is achieved. For example, the aim of an initial campaign may be to simply increase awareness about an IP-related issue. A second campaign could aim to remove the obstacles keeping the target audience from adopting the desired behavior (for example by highlighting the benefits of adopting and/or the disadvantages of not adopting the behavior). Finally, the goal of a third campaign may be to publicize opportunities for the target audience to engage in the desired behavior (for example invention competitions that promote innovation), or punishments for the non-adoption of the behavior (for example by fines or arrests of those still involved in illegal piracy and counterfeiting activities).

Outreach campaigns involve the delivery of a specific message to a target audience. Thorough planning increases the chances that the campaign will be effective in reaching the specified audience with a message that will make it want to change its behavior in the desired manner.

This section sets out the key steps involved in the planning process, namely how to:

- develop an outreach strategy with clearly defined objectives;
- use research to formulate an effective message;
- identify the target audience;
- develop a communications program.

■ DEVELOPING THE STRATEGY

The following seven steps can serve as a guide in the creation of an IP outreach strategy.

Assess the current outreach situation

Before conducting research, making decisions or planning new activities, it is useful to analyze what the organization has already attempted and achieved in terms of IP outreach.

- What outreach efforts (activities, campaigns, communication products) have been carried out so far?
- What audiences have been targeted by these efforts?
- What has worked?
- What has not worked?
- What partnerships have been created for these efforts?

Identify outreach goals of a new outreach campaign

Taking into account the lessons learned in the past, consider the following when identifying the goals that the new outreach campaign should achieve:

- What are the challenges that must be met with a new outreach campaign?

  Examples of such challenges include the need to: promote creative and inventive activities in a specific field or region; increase the use of the IP registration system; raise awareness about the benefits of IP; increase respect for IP (piracy and counterfeiting); increase understanding as to how IP rights are/should be enforced.

- How do these challenges relate to the broader goals of the organization and/or the national government?

  The answer to this question can help select the challenges that should receive priority attention and funding. These priority challenges, in turn, will help define the goals for the new outreach campaign.

In expressing the goals of an outreach campaign, it is important to think in terms of a specific behavior that the campaign will seek to modify. Note that while educating and changing attitudes may play a role in eventually changing the target audience's behavior, they are not final aims in themselves.

In other words, the main goal of an IP outreach campaign should not be simply to educate a target audience about what IP is, though this education may be an essential step that will eventually lead to the ultimate goal. IP outreach campaigns should aim to influence the behavior of a target audience so as to make them more likely to produce IP (create), use IP (register), and/or respect IP (avoid

piracy/counterfeiting). A successful IP outreach campaign should lead to behavioral change such as increased innovation, increased IP registration, and/or decreased IP crime (counterfeiting/piracy).

Establish clear long-term and short-term objectives

Objectives can be expressed in terms of awareness raising/education in order to change the perceptions and attitudes of target audiences towards a particular issue. These changes in perceptions and attitudes open the way for the ultimate goal of changing behavior as described above.

Such objectives could be wide ranging, for example to:

- educate young people about the invention process and promote a positive image of inventors;

- raise awareness about patents and change the perception that they are only of interest to large corporations;

- increase awareness about the penalties for illegal downloading and change the perception that this type of downloading does not hurt anyone.

Conduct research

Research is essential at each stage of the development of the communications program of any outreach campaign. In the planning and pre-testing stages, research helps to identify the target audience and choose the best messages and tools with which to reach this audience. At the monitoring stage, research provides valuable information that can help adapt the campaign to ensure that it is a success. Finally, at the evaluation stage, research results provide lessons and/or justifications for future campaigns. (More information on this step is available on page 11.)

Identify target groups

Different audiences have different wants and needs, so they have to be approached in different ways. Target audience segmentation (the division of the general audience into smaller groups with similar wants and needs) is crucial to making sure that the right message will be sent to the right audience.

Segmentation facilitates the process of tailoring messages and communication tools according to the needs and wants of the target audience. In choosing among possible alternative target audiences it helps to think about the behavior that will be promoted in the campaign and the people that are most directly involved in or affected by that behavior. It may also be helpful to consider wider government policies, or select the target audience based on its higher likelihood to respond positively to the behavior being proposed by the campaign. (More information on this step is available on page 8.)

Identify potential partners

Partners are important in the development of outreach strategies because they can help reduce costs and increase impact. Each partner can bring a unique and valuable contribution (monetary, technical expertise, access to audience, etc.) to make the campaign more effective.

The initiatives listed in the Outreach in Practice section of the WIPO outreach website (www.wipo.int/outreach) provide numerous examples of successful partnerships formed around IP outreach activities and campaigns. These initiatives illustrate the different types of organizations that have a demonstrated interest in participating in such activities. Among these organizations are: national IP offices, NGOs, multinational corporations, museums, foundations, academic institutions, associations, media, and more.

Develop and execute a communications program

A communications program must be based on the above-mentioned goals and objectives, without forgetting the research and clear understanding of the targeted audience. Among the most important decisions to be made in a communications program is the choice of the correct message and medium to reach the target audience. (More information on this step is available on page 15.)

■ IDENTIFYING THE TARGET AUDIENCE

Outreach campaigns usually seek to influence a particular behavior of a specific audience. To succeed in this, they must be based on a thorough understanding of the intended audience. Properly identifying and understanding the target audience are therefore essential elements in planning a campaign. Target audiences are best understood through specific research resulting in a demographic and psychological profile of the audience. This research should answer at least the following questions about the target audience:

- Who/where are they (demographics)?
- How do they obtain daily information?
- Who are their role models?
- What are their current perceptions, knowledge, needs, wants, preferences, and behavior in relation to the issue addressed by the campaign?
- What prevents them adopting the alternative behavior promoted by the campaign?
- What would motivate them to adopt the promoted behavior?

Segmentation of the target audience

The more diverse a target audience is (say "general public") the more difficult it is to answer the above questions. Without the answers to these questions, it is almost impossible to create the right messages, chose the appropriate communication tools, and offer the specific incentives that will enable an outreach strategy to successfully achieve the desired change in behavior.

Target audience segmentation is the process of dividing a general audience into smaller groups with similar characteristics, wants, and needs. Experience has demonstrated that audiences respond better to messages that are tailored and relevant to them. The more segmented a target audience is, the more information can be obtained which will result in the development of more relevant messages, communication strategies and incentives, and thereby better results for the outreach campaign.

Within the context of IP promotion, it is important to resist the temptation to target the "general public." While it is true that everyone is potentially a creator and a consumer of intellectual property, this does not help as a criterion for properly segmenting a target audience, and therefore reduces the outreach campaign's chance of success.

For example, while we all have creative potential, an outreach campaign for the promotion of creativity should greatly differ depending on whether it is targeted at elementary school children, university researchers, or Small and medium-sized enterprises (SMEs). The language, message, communication tools and incentives that would be effective in encouraging each of these groups to undertake creative activities are very different.

Typical audiences for IP-related outreach campaigns are:

- Students
- Teachers
- Inventors
- Artistic creators
- Consumers
- Law enforcement officials
- SMEs
- Researchers

Note how even these categories which are already more specific than "general public" can be further segmented:

- Students – by academic level
  (elementary, secondary, university, postgraduate)
  or by subject studied
  (arts, science, etc.)
- Teachers – by academic level
  (elementary, secondary, university, postgraduate)
  or by subject taught
  (arts, science, etc.)
- Inventors – by affiliation
  (independent, academic, corporate, etc.)
  or by inventive field
  (chemistry, mechanics, biotechnology, etc.)
- Artistic creators – by type of art created
  (literature, painting, photography, etc.)
- Consumers – by type of product consumed
  (music, fashion, software, etc.)
- Law enforcement officials – by specific profession
  (police officers, customs officials, judges, lawyers)
- SMEs – by type of industry
  (retailers, manufacturers, service, etc)
- Researchers – by affiliation
  (independent, academic, corporate, government)
  or by field of research
  (chemistry, mechanics, biotechnology, etc.)

The above groups could be even further segmented by characteristics such as geographical location, gender, age, etc.

Consider how a publication which clearly explains to singer/songwriters what their specific IP rights are and how they can protect them and exploit them, is likely to be much more appealing and effective for this segmented target audience than a general publication explaining copyright to the "general public." Apart from making it easier to develop a more specific, relevant and appealing messages, segmenting the target audience also helps to choose the appropriate communication tools, determine the best ways to distribute communication products, and develop the appropriate incentives to effectively promote the desired behavior.

Choosing the audience to target

Segmenting a general audience into more specific segments and obtaining information about these is useful in determining which audience segment to target for a specific campaign. The most important factor in determining the target audience is the potential for the audience to adopt the behavior that will be promoted by the campaign.

Other factors that may influence the decision of which segment to select as the target audience could include:

- Broad government policies prioritizing programs for particular sectors of society;
- Ease of reaching the audience;
- Potential for that audience to influence other audiences with a trickle-down effect.

■ USING RESEARCH

Good research provides the information needed at each stage of an outreach campaign. Throughout the campaign, managers need to make decisions that are best made by keeping in mind the information about the target audience, as provided by research.

A continuing process

In the planning stage of a campaign, research can provide key information about the environment within which the campaign will operate, and about the target audience(s) at whom the campaign is aimed.

Research at the pre-planning stage of the outreach campaign will yield information regarding which messages, communication tools and products could be most effective for a particular campaign.

Once the campaign is launched, research continues to be an essential element providing important feedback on the success that the campaign is or is not achieving. Such research provides the information needed to keep the campaign flexible enough to allow important adaptations to take place. By changing elements that are not working and playing up elements that do work, a campaign in danger of failing mid-way can be turned into a success.

Finally, at the end of the campaign, research is also essential to evaluate the campaign. Of specific interest at this stage are questions regarding whether the target audience adopted the specific attitudes or behavior promoted by the campaign.

Obtaining information from research

Before any research is conducted, there needs to be a clear understanding of what information is needed from the research and how this information will affect specific decisions relating to the campaign. It is also important to be aware of what information is already available in order to avoid unnecessary costs for obtaining duplicate information. Linking research to decision making will reduce the risk of wasting time and other resources in researching useless information.

At the **planning stage** of a campaign, important decisions about the attitude/behavior to promote and the audience to target need to be made. It is also at this time that different alternatives for promoting the attitude/behavior to the selected audience will be considered. The types of questions and information that will be involved in research at this stage may include:

- What is the most pressing IP issue that will be addressed in this campaign?
- How big is this problem?
- Who is affected/involved in this problem?
- What change in attitude or behavior should be promoted?
- Which of the different groups involved in this problem is likely to be more responsive to a campaign promoting a change in attitude or behavior?

- How can the target audience be reached?
- How can the target audience be persuaded to change the current attitude or behavior?

In order to answer these and other relevant questions at this stage, research will need to provide information on the demographic and psychological profile of the target audience. This profile may include the following information:

- Age group/gender/profession
- Interests
- Sources of information
- Traveling/commuting habits
- Role models
- Perceived advantages/disadvantages of behavior promoted by the campaign
- Perceived barriers to adopting the promoted behavior
- Perceived incentives which would encourage adoption of promoted behavior
- Competing behaviors
- Perceived advantages/disadvantages of adopting competing behavior
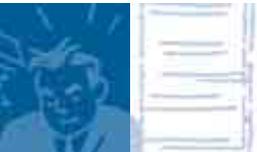
At the **pre-testing stage** of an outreach campaign, the purpose of research is to determine which of the different promotion alternatives that were considered in the planning stage could provide the best results. Research at this stage can also help to fine-tune communications products, ensuring that they contain no major deficiencies and making them more attractive and relevant to the target audience. Research can also be used to evaluate how the campaign's message/slogan/communication products rate in terms of whether the target audience considers them:

- Attractive
- Easy to understand
- Persuasive
- Credible
- Relevant
- Interesting
- Memorable

At the **monitoring stage** of an outreach campaign, it is important to measure more than just the number of brochures distributed, the number of newspapers that reprinted a press release, or the number of times that a public service announcement was broadcast. While this type of data may be the easiest to obtain, and perhaps the most comforting, it does not provide information as to whether or not the desired objectives, in terms of changes in attitude or behavior, are being achieved by the campaign.

To properly monitor the effectiveness of an outreach campaign, it is important to measure the changes in attitude and behavior that the campaign is achieving. How exactly this can be done largely depends on the communication tools used and the behavior being promoted. Some examples of how attitude/behavior changes can be measured include:

- Increase in calls to hotline or visits to website mentioned in communications products (posters, public service announcements, leaflets, etc);
- Amount of participation in events (such as seminars, exhibitions, contests);
- Increase in registrations by target group (for campaigns aiming at increasing IP registrations);
- Decrease in illegal downloads or sales of counterfeit products (for anti-piracy or anti-counterfeiting campaigns).

Research at the **evaluation stage** of the campaign is similar though more in-depth than that in the monitoring stage. Once again, research is used to measure actual changes in attitudes and behavior though instead of using this information to adapt and steer the campaign in the right direction, the goal at this stage is to evaluate whether the campaign has achieved its intended objectives.

Types of research

For those new to outreach efforts, the idea of conducting market research may appear to be a long, difficult and expensive process. However, using a bit of creativity, market research can be quick, easy, and even free. While it is true that market research can include extensive, and expensive, surveys made by marketing professionals, the points below provide some ideas on how data can be collected in a simpler and less expensive way.

Ideas for easy, cost effective research

■ Look through secondary sources of information such as official statistics, reports, articles and surveys conducted by other parties that can provide inside information about your target audiences.

■ Create partnerships with other parties who are also interested in the type of information that the research would yield. These could be other government institutions or NGOs who could share in the costs of the research. They could also be private corporations who have in-house market research departments or who are willing to finance the research. Finally, consider university students and researchers (in business, psychology or sociology departments) who often need topics for research projects and may be willing to conduct valuable research at minimal or no cost.

■ Use Internet and/or telephone polls to provide faster results than print surveys. This option, however, does require the manpower to make the calls or develop the on-line questionnaire.

■ Keep in mind that informal interviews, small focus groups, and even simple observation can provide the same or even better information as large, expensive studies. Show communication products (videos, publications, posters, etc.) to a small but representative group of target audience members. Use their feedback to decide between different product options or fine-tune a product before it is officially launched.

■ Begin the campaign in a small location that is nevertheless representative of the wider area that the campaign will eventually cover. Apart from being less costly than immediately rolling out the campaign at the national level, this try-out will yield information on how the target audience actually reacts to the campaign. This information can then be used to refine and improve the campaign before it is fully rolled-out. In addition, if the campaign proves to be a success in this small location, this information may be used to obtain the additional funds needed to rollout the campaign in a larger scale.

■ Carry out quick and simple customer satisfaction surveys to help evaluate the progress and results of the campaign. Since only people who have engaged in the behavior promoted (registered IP/attended activities promoted by the campaign/etc.) are interviewed, the sample group will be easier to conduct.

Interviews and focus groups such as the one conducted by WIPO in 2006 to gage the attitudes towards piracy among Geneva youth, can provide surprising insights into what would and would not work as campaign messages.

■ DEVELOPING A COMMUNICATIONS PROGRAM

Once the outreach strategy has been formulated, the campaign goals and objectives decided, the target audience identified, and the appropriate research undertaken, then a communications program for the campaign can be established. The following nine steps can help in planning a communications program.*

Set the objectives

The objectives of a communications program should clearly identify the target audience and the purpose of the communication. The objectives should always keep in mind the desired outcomes, that is, the overall outreach goals and objectives of the campaign.

Examples of communications objectives are:

- Encourage middle-school science students to take part in an invention fair;
- Educate SMEs regarding the benefits of patent registration;
- Warn travelers about the risks/penalties for bringing counterfeit goods into the country.

Develop potential messages

Information about target audiences is extremely helpful while brainstorming potential messages to communicate objectives. In fact, research is an essential component in determining messages that will appeal to, and influence the target audience.

Solid information regarding the needs, desires, and current perceptions of the target audience facilitates the decision of what type of message to use in the communications program. Broadly speaking, there are three types of messages to consider:

Rational messages aim to show the target audience that the behavior to be promoted will yield certain benefits. For example: "SMEs that patent their inventions increase their licensing opportunities."

Emotional messages aim at provoking positive or negative emotions in order to motivate a target audience to adopt a desired behavior. For example: "Young inventors are admired and respected." With emotional messages, balance is very important – in particular when dealing with fear. Studies have shown that messages that seek to instill fear may be counteractive or filtered out by target audiences. In addition, research has shown that scare tactics are more effective when they are accompanied by real, effective enforcement. Furthermore, while advertisements conveying strong negative emotions may be powerful at first, their effect tends to wear out quickly with exposure.

Moral messages relate to what the target audience already believes is right or wrong. For example: "The trade in counterfeit goods has links to international terrorism."

* The steps presented in this section draw largely from the following source: Andreason, Alan R. and Philip Kotler. Strategic Marketing for Nonprofit Organizations. Upper Saddle River, NJ: Pearson Education Inc., 2003

Tips for creating effective messages

Research has shown that target audiences respond better to messages that are:

■ **Clear and simple:** Messages should be in plain language and present only one theme at a time. Such messages have a better change of holding the attention of the target audience and getting the message across.

■ **Personalized:** Messages that directly show target audiences how a certain activity can affect them personally are more powerful than those that concentrate on the general/social effects of an activity.

■ **Communicated through various sources:** Different people learn in different ways and are exposed to different media. In order to reach more people, there is a need to have different means of communicating the message (print, TV, radio, Internet, peers, etc). The more times target audience members see the message, the more they absorb it. Target audience members may also be more inclined to believe the message when it is repeated by different sources.

■ **Consistent:** It is important that the message being presented in a campaign not be contradicted by other sources. Furthermore, all communications from the campaign should have the same "look" and message.

Make the message noticeable

Due to the large amount of information that we encounter on a daily basis, we have developed a way to almost unconsciously select information and messages that may interest us from those that probably won't. For messages to reach a target audience, this selective attention issue must be overcome.

At this stage it is again important to know as much as possible about a target audience, in terms of interests, needs and desires. This knowledge can help in the identification of people, images, words and even colors that can act as a hook for the audience to tune in to a specific message.

Choose the tone, context, headline and argument style of the message.

The **tone** of the message can vary from serious to casual and even humorous. The importance is to choose a tone that works with both the target audience and the message itself.

The **context** of the message can vary from showing a glimpse of someone's life, to creating a fantasy or mood, to showcasing a well-known personality or technical expert, to providing scientific facts and figures. Again, the chosen context should both appeal to the target audience and effectively communicate the message.

Six types of **headlines** can be considered:

- News (*One millionth PCT application filed at WIPO*)
- Question (*What is a Trademark?*)
- Narrative (*Members of the SCT met on Tuesday in Geneva to discuss the future of the TLT*)
- Command (*Stop Piracy!*)
- 1-2-3 Ways (*Three simple ways to protect your new product*)
- How-What-Why (*National patents do not protect your invention abroad*)

When deciding whether the message should provide a conclusive statement or present a one or even two-sided **argument**, it is once again vital to understand the target audience. The audience's intellect, perception of the communicator, current views and involvement in the behavior being sought, can help guide the decision.

Drawing conclusions (clearly telling an audience what to do) can be more persuasive than leaving the conclusion up to the audience. However, this is not the case when the target audience is highly intelligent or when the communicator is not already perceived as trustworthy.

One-sided arguments (only highlighting the benefits of the change in behavior being sought) work well when target audiences: are less educated; already have favorable views towards the behavior; have little exposure to counter propaganda; and have a low current level of involvement in the behavior.

Two-sided arguments (addressing both the benefits and costs of the change in behavior being sought) work better when target audiences: are highly educated; don't currently favor the behavior; have high exposure to counter propaganda; and are already highly involved in the behavior.

Overcome distortion

There is a tendency for all of us to add to or reinterpret messages based on our past experiences, our bias, our culture, etc. This tendency can distort a message so that its intentions are not the same as what is actually perceived by the target audience.

Pre-testing a message on a few random members of the selected audience and adjusting it if needed can minimize distortion. Furthermore, special care should be taken in the use of symbols (anything from role models to colors) to make sure that their intended effect and their perception are the same.

Increase the chances of the message being retained

Catching an audience's attention is not a guarantee that the message will be retained. Repetition of the central message (often in different media such as posters, TV advertisements and a web page) increases the potential of message retention. Linking the message to something already known may also help.

Choose communication media

There is a wide range of communication tools that can be used to deliver messages to target audiences. Choosing the right mix of communications tools will increase the chances of the message being noticed, retained, and thereby lead to the desired outcomes of the communications objective.

Evaluate and select the best message

Based on the list of potential messages developed and the decisions regarding style, tone, headline, argument and media, it is now time to select the single, best message to deliver the communications objective.

To assist in the decision, a small focus group of the target audience can be asked to evaluate each of the messages that make it to the final list.

Integrate all the elements and execute the program

In order to ensure a consistent message and increase the chances of retention through effective repetition, all elements of the communication program (website, posters, advertisements, brochures, etc) should have a similar "look."
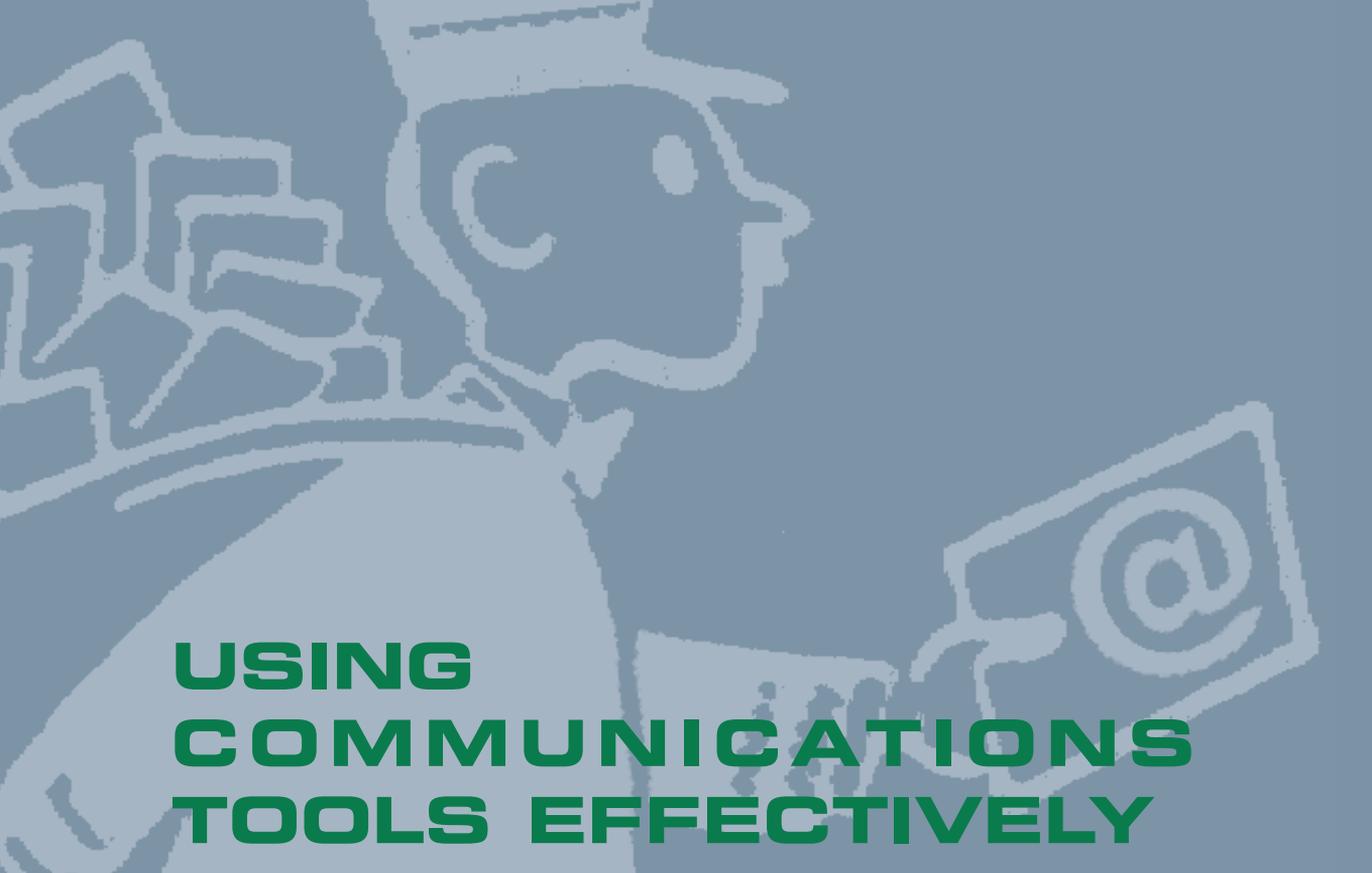
USING COMMUNICATIONS TOOLS EFFECTIVELY

An effective communications program will combine some or all of the following tools to communicate the intended message to the target audience:

- Internet
- Publications and other print materials
- Public service broadcasts and Videos
- Media relations
- Spokespersons
- Events

The tools used depend on the strategic goals, the objectives of the communication program, the profile of the target audience, the various advantages and disadvantage of each tool, and the communications budget.

Whichever tools are used, it is important to maintain consistency in the aesthetic appearance, linguistic style and tone, and message (including facts, figures, slogans and quotes) used in all of the communications products for a single campaign. Without this consistency, the message will not be as effective, even if the target audience is exposed to several of the communication products. Worse still, a lack of consistency may confuse or distract the target audience.

This powerful and rapidly expanding medium of communication has many advantages for transmitting messages:

- its global reach can be easily tracked;
- costs per person reached can be very low;
- it offers the possibility of interacting with audiences and learning more about them (through on-line questionnaires, forums and e-mail);
- messages can be quickly changed and adapted to keep campaigns fresh and interesting;

Content for effective IP web sites

The Internet's increasing importance for IP communications strategies was highlighted in 1999 when WIPO's Standing Committee on Information Technologies (SCIT), adopted a set of "Recommended Minimum Contents for Intellectual Property Offices' Web Sites." The box below summarizes the main points of these recommendations.

Recommended Minimum Content for Intellectual Property Web Sites (Summary)

■ **Basic information:** The information should be targeted to users of the national IP system while not alienating those who are new to the intellectual property field. Examples of the basic information to be included are:
- basic information about national IP rights;
- information about the procedures of the national office in the form of basic facts and frequently asked questions (FAQ's);
- descriptions of products and services provided by the national office, including how to obtain them, their cost, and the media in which they are available;
- references to sources for assistance or information, such as libraries and legal representatives or chambers;
- legal documents (e.g., treaties, laws);
- technical documents (e.g., guidelines, classification information);
- downloadable forms;
- fee schedules;
- annual reports (statistics) of the national office;
- links to other Intellectual Property Web sites;
- IP information, data, notices about changes in national IP laws or administration;
- a "news" section or "update" index, covering at least a six-month time period.

■ **Languages:** The contents should be presented in the language(s) of the national office. In addition, at least the homepage and the most important pages should also be presented in English.

■ **Navigational aids:** Aids such as a search function and/or a site index should be used to assist users in locating information on the site. An indication on the date of the last update (on the homepage, or preferably on each page of the site) is also useful.

■ **Contact details:** Information that can allow users to contact designated employees of the national office (e-mail address, mailing address, and phone and fax number).

■ **Databases:** These include searchable databases, or a link to databases relating to intellectual property documents of the IPO (such as legal status information), as well as links to other searchable databases, where appropriate.

Approximately 45 percent of WIPO Member States have a website for their national IP office(s). Within these websites, there tends to be more information for industrial property services than for copyright. Apart from the SCIT guidelines, the following contents, already employed by many national IP office websites, help to guide users to the information they need:

- Press releases
- Glossary of terms
- Lists of IP professionals or associations
- Information sessions/seminars, competitions, IP-related events)
- Virtual Library

The Internet is an important point of distribution for outreach material. Placing campaign materials such as publications and posters in downloadable PDF format will increase their reach. Videos and public service announcements can also be streamed from a website where they will reach a wider audience.

Website design

To be effective, websites must present information in a clear and attractive way. Internet users tend not to waste time trying to access information in sites that are too slow or confusing to navigate. The simple design tips highlighted below can make site navigation easier and more effective.

Design tips for effective websites

■ **Favor simple, clean designs.** Remember that the main purpose of the site is to communicate specific information and therefore this information must be easy to read. Try to avoid dark backgrounds and pages that take too long to download (due to heavy images and code).

■ **Make site navigation simple.** Consider that most people will not spend hours searching a website to find what they need. Make it easy for users to navigate the site by using clear menus providing direct access to sections that interest different parties. For example, a Patents section that is separate from a Trademarks section. Some national IP offices have even divided their websites according to the specific needs of their different audiences, providing separate sections for lawyers, SMEs, kids, etc.

■ **Keep text short and crisp.** Avoid burdening people with heavy text which is hard to read on the screen and/or difficult to print. Use some of the writing tips in the "Publications and other Print Materials" section of this Guide to keep visitors interested in the content of the website.

■ **Use "Flash" sparingly.** Keep in mind that not everyone has top computer equipment and speedy Internet connections. Consider using Flash only in limited parts of the website and/or provide a simpler HTML option to accommodate visitors without plug-ins and high-speed connections. Also keep in mind that updating Flash content is more difficult than updating HTML content.

Which leads us to a most important point: **update, update, update!** The more new information there is on a website, the more people will have an incentive to return for another visit. Also, it is important to make sure that all legal information is up-to-date to avoid problems with misinformed clients who relied on information from a poorly updated website.

| 1998 | 2001 | 2006 |

The WIPO website has undergone several redesigns to make it more attractive and user-friendly.

Website promotion

Having a wonderfully designed website full of useful information will make little difference in a communications strategy unless the web site is properly promoted. The first step in promoting a website is to include its URL address in all promotion materials including publications, posters, press releases, business cards, letterhead, etc.

Another efficient way of promoting a website is to contact other national, regional and international websites dealing with IP to inform them about the new site and request that they include its URL in their list of "related links." If the new site has particularly strong information aimed at a specific group (say, SMEs), it may be wise to consider extending these contacts to websites that also target that group with different, complimentary information.

Creation of customer lists

Providing site visitors with the option of disclosing their e-mail address in order to be kept informed on news about the organization, is an easy and efficient way of building a list of contacts of people who are interested in the organization. Such lists can help in the promotion of future IP outreach campaigns to people who will have an interest in them.

Visitors to the site will be more willing to sign up for updates when they know exactly what kind of information to expect these updates to contain. Furthermore, in creating several update lists for specific content, it is possible to divide site visitors according to their different interests in IP. For example, one could decide to establish different lists for people interested in: press releases, changes in legislation, new editions of your periodical publication(s), updates related to a specific subject area (say patents), etc.

■ PUBLICATIONS AND OTHER PRINT MATERIALS

The many advantages offered by printed publications make them one of the most used communications tools in outreach campaigns. Publications can reach large audiences with more targeted, technical and detailed information than that which can be communicated through press releases advertisements. Publications are handy educational tools that remain with the target audience for future reference and consultation.

An obvious disadvantage of publications is the cost related to their mailing and printing. Perhaps a more important disadvantage for publications is that they are only as effective as their distribution. Appropriate mailing lists and distribution at special events and key locations are essential to the communications success of publications.

Translating WIPO publications

The creation of original IP publications requires substantial investments in staff hours, design, and printing costs. Translating existing IP publications can be an attractive option for many organizations. WIPO authorizes, and indeed encourages, the translation of its publications. For specific arrangements on the translation of a WIPO publication, please send an e-mail to outreach@wipo.int.
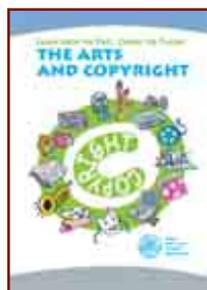
A selection of WIPO's free publications, grouped according to their target audience, is available in the Outreach section of WIPO's website (www.wipo.int).
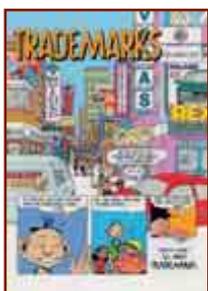
WIPO publications cover a wide range of IP issues and are produced with different target audiences in mind.

Creating original publications

Some IP-related campaigns may require the creation of a very specific, local publication. Below are a few writing and design tips to make the most out of your guides, studies, reports, booklets and leaflets.

Writing tips

- Understand your readers:
  Who are they?
  What are their needs and interests?
  What do they already know about the issue your publication will address?
  What would they expect/want to learn from your publication?
  How much free time would they willingly devout to reading your publication?
  The answers to the above questions will help you determine the most important content, level of detail, types of examples, and ideal length for your publication.

- Keep your communication objectives and distribution strategy in mind:
  What is the main message you wish to communicate with this publication?
  What change in attitudes of behavior is the publication aiming to bring about?
  How and where will the publication be distributed?

- Choose the language and structure of the publication according to knowledge level and interests of your target audience. Unless the publication is aimed at IP specialists, avoid legal and technical language.

- Keep your points clear, short and simple.

- Make it easy for readers to find the information they need or are interested in.

- Break up large chunks of information into sections that can be easily identified and quickly read.

- Build up complicated information by first creating interest on your subject, then providing basic facts and general information, and finally providing detailed information on more complex issues.

- Include your organization's address and contact number where further information can be provided.

A good graphic design can liven up your publication, grab the reader's attention, and highlight important information. The following design tips can help achieve this.

Design tips

- Consider design elements (color, images, and fonts) that appeal to your target audience and are in-line with the style and content of your message. For example, bright colors and a large comic font would work well for a fun publication aimed at children, while more sober colors and serious font would be better suited for an IP training manual aimed at law enforcement officers.

- Keep in mind the eventual distribution of the publication. Factors such as the size of standard envelopes and mailing costs can have a big impact in decisions regarding the format and size of publications that will be mailed out.

- Keep your design clean and simple. Avoid too many variations in typeface, headings, and size of columns. Use blank space effectively to attract attention to important points and avoid crowding the content.

- Use graphics (photos, logos, charts, artwork, etc.) to give readers a visual break from long blocks of text. Photos of people are particularly effective at attracting attention. Ensure that the photos are of a good enough quality for printed publications (high-resolution or 300 dpi minimum). Secure the appropriate copyright permission before using images from external sources. Be careful when using watermarks (light images as background to the text) since these can make the text harder to read.

- Create visual interest with headings, captions for images, and boxes. Recognize that when people skim through a publication, they use such elements to quickly decide whether or not to read further.

Distributing publications

Publications are only as effective as their distribution. Having a clear idea of what the target audience is for a specific publication and where its members can be reached is key to developing an effective distribution strategy for the publication. The strategy will pinpoint the specific places where the target audience is likely to see and pick-up a copy of the publication. Common means of distribution for publications include:

- Websites (downloadable PDFs should be available not only at the website of the publishing organization but also at other related websites that the target audience is likely to visit);
- Fairs, exhibitions, trade shows, concerts and other events attended by the target audience;
- Direct mailings;
- Specific institutions, clubs, and associations aimed at the same target audience (including, trade associations, universities, museums, inventors clubs, etc.).

Other print materials

Posters, bookmarks, calendars, postcards and other such print materials can contribute to awareness raising activities without incurring huge costs. The more attractive these materials are, the more people will want to use them and the more they will be reminded of the campaign's message. It is therefore important to carefully choose the type and style of print product that will be given away to the target audience. Below are some tips for making posters more effective:

WIPO posters are available in Arabic, Chinese, English, French, Russian and Spanish and have been displayed in many events worldwide.

Poster tips

■ Keep the communication objective, target audience and message in mind throughout the poster design process. This will help to include only essential information to attract the target audience and get the main message across. Catchy slogans that effectively communicate the essence of the message to the target audience are particularly important in the creation of effective posters.

■ Choose quality images that will attract the target audience. If the budget is too small to purchase such images, consider sponsoring a photo/painting/drawing contest that can provide original artwork for the poster.

■ Use other graphic elements that can convey the message's relation to the intellectual property issue at hand. There are, for example, several graphic elements that will immediately make people think of ideas or piracy.

■ When deciding on the dimensions of the poster, consider both how the poster will be distributed (to ensure that is can fit into standard poster tubes or be easily folded into a standard envelope) and how it may be displayed (for example, in a standard-size frame).

■ PUBLIC SERVICE BROADCASTS AND VIDEOS

Audiovisual products, such as televised public service announcements (PSAs), film and video, can be particularly effective in attracting the attention of, and communicating a message to, a target audience. Their development, however, usually requires the services of experienced professionals. Therefore, the production of effective PSAs and videos does need a substantial investment, even if their eventual distribution can be obtained for free. Below are some other considerations to keep in mind when considering such productions.

Public service announcements

PSAs are advertisements that are printed or broadcast free of charge. Some media groups are willing to broadcast or print the PSAs of qualifying non-profit organizations that provide a service to the community such as United Nations agencies and non-governmental organizations. PSAs can reach a large audience with a carefully crafted message that is unaltered by the media distributing it (unlike press releases and the news stories they generate). But the fact that the media is not being paid to broadcast or print the announcement means that there is little control as to when, where and how often the advertisement appears.

PSAs can be used either to increase awareness about an organization and its mission, or to diffuse a message about a specific issue or event. PSAs with a thematic message rather than the simple promotion of a specific organization are often more successful at securing free broadcasting and printing.

Before developing the message and distribution strategy for a PSA, it is essential to have enough information about the target audience and the media requirements/interests. For the latter, keep in mind: media priorities in terms of issues, preferred spot lengths, format requirements, best time of the year for distribution, and any other issues that may influence if and how much the different media use a PSA.

Effective PSAs must be relevant and of interest to the target audience. They should have a clear, actionable message that is easily understood, remembered and even better, acted upon by the audience. PSAs can be used to spark the interest of the target audiance, thereby encouraging calls to a free number or visits to an Internet site where more information on the issue is available.

Effective PSAs also use a variety of media to reinforce the message among the target audience. This involves tailoring the look and feel of the message for each medium. In other words, good PSAs take advantage of the different strengths of each medium. They use full color, motion and sound on TV, evoke a powerful mental picture with a strong spokesperson on radio, and use good photography, art and design in print.

WIPO has produced several PSAs in connection with World Intellectual Property Day celebrations. Visit www.wipo.int/outreach to view WIPO PSAs or send an e-mail to outreach@wipo.int to request a broadcast-ready copy for airing in national TV stations.

Videos

Videos are lengthier than PSAs, which allows them to go into greater depth and better explore the issues at hand. Videos can be used at conferences or seminars, and can also be streamed on websites to increase their reach. If the quality of the video is very good and the subject matter is sufficiently topical or interesting, national TV networks could be interested in airing it. Networks may also be particularly interested in airing a series of videos rather a single video.

As part of its efforts to familiarize the general public with IP and increase awareness of the importance of encouraging and promoting creativity, WIPO has producing a series of short films for television called Creative Planet. The series explores, through portraits of artists, musicians, inventors, designers, and other creators, how the creative process works for each of them, how they view their efforts, and how the intellectual property system has helped. The six-minute films can be broadcast on national and international television networks.

WIPO films include PSAs, interviews and portraits and are available for internal use and broadcast worldwide.
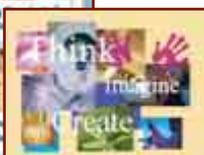
Media coverage offers the dual advantage of being cost-free and carrying more credibility than paid advertisements. The downside is that there are no guarantees as to when, how, or even if, the media will cover a story.

The nature and extent of the media coverage that an IP awareness campaign will attract depends largely on the relationship with the press; on targeting the message to the appropriate outlet; and on communicating effectively with the media. This section provides basic notions for each of these elements to help increase media coverage.

Building a relationship with the media

Establishing a good relationship with key media contacts is probably the most critical factor in obtaining media coverage. Below are six basic steps towards developing media relationships:

- **Identify your media contacts.** Check media sources to identify which journalists cover IP issues. If IP-specific coverage is scarce, expand the search to journalists covering related issues such as business news, new technologies, innovation, etc. Make a contact list of all such journalists and keep it updated. This list should include, at a minimum, the name, title, media organization, and address (including phone, fax and e-mail) of each journalist.

- **Research media organizations.** Call each media organization on the above list to find out about: deadlines for stories, schedules for shows, specific guidelines for submitting press releases and advisories, schedules and deadlines for specialized supplements, acceptance criteria for public service announcements (PSAs), preferred format for the delivery of information and visuals (e-mail, fax, etc.), circulation, and audience profiles. Use this information to communicate news to the media with enough time for it to be broadcast or published. Respecting media deadlines and format requirements can be a deciding factor on whether or not the information is broadcast and/or published. In addition, the information on circulation and audience profile will help identify the best media organization with which to reach the target audience.

- **Observe media contacts.** Observe how the journalists on the list above cover their stories. What kind of visuals (photos, graphs, etc.), if any, do they tend to use? What kinds of examples do they favor? Look out for points of view and biases. By understanding the styles used by different journalists, you will be able to pitch a story to them more effectively by matching the information to their needs and expectations.

- **Introduce yourself and your organization.** Even before you have a campaign or outreach program to promote, it is important to provide journalists with basic information about your organization.

Also give them a list of IP issues on which you or other experts from your organization can provide comments and/or complementary information if and when the need arises. Build your reputation as a reliable source on IP issues by keeping your media contacts updated with solid and reliable facts. Media kits are a good way to contact the media for the first time. Such kits should include: fact sheets about your organization and its programs/services, basic information about IP, IP success stories related to the campaign you will be promoting, statistics, visuals (photos/graphics/charts), and your business card.

● **Offer IP training.** The complexity of IP issues discourages many journalists from writing about them. Providing basic IP training or briefings to key journalists can help solve this problem. Such training can help clarify issues and controversies, and reveal the increasing importance of IP in different sectors of society. In addition to lectures, field visits to your headquarters and to innovative companies that are using IP can serve as interesting examples that may lead to future stories.

● **Keep track of media coverage.** This will assist in determining which sort of stories are more likely to receive media coverage in the future. It will also give help identify journalists who regularly publish your information, and give you a chance to address any issues that have been highlighted in the media coverage.

Targeting the best outlet

After establishing a good rapport with key media contacts, identify which outlet would be the most effective in transmitting the message to the target audience. The two main factors to consider are the type of media through which the target audience receives information, and the type of media best suited for the intended message.

In determining the best media outlet for the target audience, keep in mind that people obtain their news/information from many sources. Do not stop researching after identifying one magazine that the target audience reads. While an article in that magazine may be effective in reaching that audience, the message will be reinforced and better retained if that article is also backed by an announcement in a radio show to which the target audience listens. Aim to have the message distributed by as many relevant media as possible.

Once the best media to reach the target audience has been identified, tailor the message to match the needs of each outlet. Consider the main characteristics and requirements of each outlet (visual impact, possible length of coverage, depth with which issues are treated, deadlines, etc.) when preparing the information to send them. For example, if one of the chosen media is television, ensure that interesting visuals accompany the story, or create an event that will provide opportunities for TV crews to film interesting images. If another one of the selected media is a magazine, ensure that the story is consistent with the style and depth of detail contained in other articles appearing in that magazine.

Keep in mind the advantages and disadvantages that each outlet offers in the delivery of messages to different audiences. For example, highly visual, compact news such as the burning of piles of counterfeit drugs, would be best suited to TV coverage. Whereas news stories requiring detailed explanations of complex issues (such as the benefits of a proposed new IP law) would be more effective as an article in a specialized journal.

Finally, don't just focus on the general media. A story may have a better chance of being reported and of reaching the target audience through specialist media, such as trade magazines for SMEs, or TV music shows for teenagers.

Communicating with the media

Having established good relations with the media and determining which media to target, it is time to choose which tool to use to promote the campaign to the media. The choice will depend on the news/event to be promoted, as well as the time and other resources available.

Press releases are the standard tool for releasing information about your campaign to the media. These are faxed or e-mailed to a contact person at each media organization and preferably followed-up with a telephone call. When e-mailing press releases, keep in mind that many journalists prefer to have the text in the body of the e-mail, rather than as an attachment, in order to reduce the risk of computer virus transmission. Follow-up calls will ensure that the release is not lost among the hundreds of press releases received by the media every day. An increasing number of web-based IP information services use press releases posted on websites to spread IP-related news. Many print newspapers are also using the Internet to post the latest news. It is important therefore to upload press releases immediately to a page on your website dedicated to media relations. This page should also provide visitors with the opportunity to subscribe to an e-mail list and thereafter receive press releases by e-mail as soon as they are issued.

Press release tips

- Create a short and eye-catching headline. The headline should contain the heart of your message.

- Keep the text short and simple (1-2 pages). Use short paragraphs.

- Provide clear answers to the usual "who, what, when, where, why and how" questions. Always ensure that the information you provide is accurate.

- Avoid legal and other technical jargon. Use acronyms sparingly and always provide the full name in parenthesis the first time an acronym is used in the text.

- Personalize the message with real-life examples.

- Use interesting facts and figures.

- Provide good quotes from a well-known spokesperson.

- Include contact details of a spokesperson who can provide additional information.

- Visual material attracts attention and makes your press release more lively and interesting. Consider photographs, graphs, and other quality illustrations.

- Include a separate fact sheet about your organization and IP basics relevant to the subject of your press release. Journalists can use such fact sheets for additional background information if needed.

News advisories provide advance information to the media of an event or press conference that will be held. News advisories briefly inform what the event is about, where/when it will take place, and who will be speaking. Be sure to include the name and phone number of the contact person for the event. While providing enough information to create interest, news advisories refrain from telling the whole story in order to ensure that the press will show up at the event and not simply write a story based on the advisory.

Press conferences require careful planning and are usually limited to big and important stories (not routine issues) that cannot be properly covered with a standard press release. It also helps when conferences have some sort of visual appeal for cameras and photographers. Examples of events and stories worthy of press conferences include the launch of a new, high profile program, the release of major information, an awards ceremony or a highly visual event. Press packets – which include a press release about the event (written in the past tense), important facts and figures, basic IP information relevant to the event, and your business card – are handed out before the start of the conference event and sent to media contacts who could not attend the press conference. At the beginning of the conference, a moderator will usually read an introductory statement before introducing other speakers or starting the special event. Once all the speakers have spoken and/or the special event is finished, the floor is opened to questions from members of the media. It is imperative that both the moderator and all speakers be prepared to respond confidently and accurately to these questions. In order to increase the chances of press conference attendance and coverage by the media, it is wise to try to schedule it in such a way that it will not conflict with other big news events.

Press briefings are informal meetings with a reporter or a small group of journalists. Such briefings are useful for discussing complicated issues, providing background data, and improving communications with journalists who have previously misreported IP issues. It is important that the person conducting the press briefing be thoroughly prepared with tangible facts, figures and reliable information. Keep in mind that different media have varying needs for details depending on the amount of time/space that they have to report on issues. Tailor the information to the needs of the journalists attending the briefing. For example, provide enough information for a reporter writing an in-depth magazine article, or boil down the issue into a few key facts and figures for radio journalists who only have a few seconds to tell the story.

Broadcast interviews have the advantage of letting you transmit the message yourself. To arrange such interviews, first identify the broadcasters and shows that could be interested in your campaign. Contact the producer and provide a briefing about the campaign. Keep in mind that radio and television interviews can become more lively and interesting when there is more than one guest present, so be ready to suggest another guest with an IP success story relevant to the campaign who could also join you in the program. Mention also your availability for telephone interviews, as this may be more practical for some broadcasters. The day of the interview, ensure that you and the other guest are properly prepared with the main points you want to make, background information, interesting facts and figures, and answers to a list of potential questions.

Letters to the editor can be used to clarify issues, or to introduce a new dimension to an issue presented in previously printed articles. The key to such letters is to stick to the issue at hand and present new information in a clear and precise manner. The letter should be signed with both your name and affiliation. Also include contact details in case the editor needs to contact you. Finally, since letters to the editor respond to a specific article from a particular newspaper, magazine, or journal, they should only be sent to the publication in question.

Drama/reality shows can be very effective in providing a human context to complex issues thereby making them easier to understand. They can also have a much bigger and more targeted impact than advertising or news stories. The first step in this case is to identify a show that could easily incorporate IP issues. Meet with the producers and writers of that show to present your ideas for different IP-related story lines. It could help if such options could be (at least loosely) based on real-life examples. Your story line may be so complete that it could end up as a completely new show!

■ SPOKESPERSONS

Spokespersons, or figure-heads, can be particularly effective in communicating IP issues by putting a face on what can sometimes be difficult concepts to grasp. The visible and known characteristics of a spokesperson, and the way in which the target audience perceives these, provide tangible cues for understanding the issues being communicated.

In selecting a spokesperson for a particular campaign, three factors should be considered. First, the spokesperson must appeal to the target audience. Second, in order to be credible, the spokesperson should have relevant experience and/or expertise. Finally, even if the spokesperson is not famous, he/she must have some sort of media appeal, such as an interesting story to tell, excellent communications skills, etc.

The relevance of IP in all economic sectors and professions can be used to identify a wide variety of potential spokespersons for delivering different messages to different media and target audiences. Potential IP spokespersons can be found among artists (actors, directors, musicians, singers, songwriters, writers, photographers, painters, sculptors, etc.), scientists, engineers, inventors, entrepreneurs and business tycoons.

There are a variety of ways in which spokespersons can form part of a campaign to raise awareness of IP issues. They may appear in campaign PSAs, make personal appearances and speeches at press conferences and other events (such as awards, symposiums, exhibitions, etc.), give media interviews, and even be part of a prize (the spokesperson could, for example provide singing lessons or patenting advice to the winner of a specific competition). The more spokespersons do for a campaign, the clearer their connection will be to the issue and therefore the more effective their participation will be.

Artists and inventors can be effective spokespersons for IP issues.

Celebrities

Celebrities are the most sought after spokespersons. Instant recognition attracts the attention of the target audience and makes whatever they are promoting more visible. Target audiences tend to have a higher recall and be more persuaded by advertisements containing celebrities. Some even believe that the positive attitudes and feelings that the target audience has for the celebrity may be transferred to whatever that celebrity sponsors. Apart from their effectiveness at increasing awareness, celebrities can also use their talents to raise funds for a cause they believe in.

In the past few years, several famous musicians and actors have joined forces with IP offices and industry groups to raise awareness against piracy. These celebrity spokespersons provide proof that famous people are interested and willing to promote IP issues. However, the use of celebrity spokespersons for the promotion of other IP issues, such as creativity and the effective use of the IP system, is much less common.

In choosing celebrity spokespersons for an IP campaign, the following points should be considered:

● **Appeal to the target audience.** The chosen celebrity should have high appeal and credibility with the target audience. For example, a music star may be a good celebrity choice when raising piracy awareness among young people. Whereas a successful entrepreneur may be better suited to communicate the benefits of IP protection to SMEs.

● **Personal interest, knowledge, and experience in the issue.** The chosen celebrities should be interested in, and ideally have a certain level of knowledge or a personal experience related to the issue addressed by the IP campaign. This combined interest, knowledge and experience will make a spokesperson more credible, convincing and therefore more effective in communicating with the target audience. Furthermore, the celebrity's personal interest/experience in the issue is key to ensuring that enough attention is drawn to the issue so that the celebrity does not eclipse it. (The importance of this has been highlighted in studies where the target audiences recalled seeing the celebrity in an advertisement but not the cause/product/service that the celebrity was promoting).

● **Commitment to the campaign.** A celebrity may command the necessary attention and have a personal interest in the subject being promoted, but to be effective, the celebrity must also be willing to commit a specific amount of time to the campaign. To avoid any misunderstandings, the celebrity must know (and agree) from the start the amount of time, duties, and responsibilities that the campaign will demand. An early commitment to the campaign's demands can lead to a long and fruitful cooperation between the celebrity and the campaign organizers.

● **Other sponsorship commitments.** Celebrities are in high demand as spokespersons so it may be difficult to find a very famous celebrity who is not already sponsoring another cause, product or service. Obviously, these other sponsorships should not be in any way contradictory to the message of the IP campaign. Furthermore, if a celebrity is already sponsoring more than three other causes, products and/or services, additional assignments as a spokesperson may not be very effective. Not only will the celebrity be unlikely to give a substantial time commitment to the new cause, but also his/her image may be overexposed and the target audience may question his/her real interest in the new cause.

● **Potential risks.** The positive attention generated by affiliating a celebrity with a campaign may turn sour if the celebrity becomes involved in a scandal. Though not fool proof, it is wise to look at celebrities as a whole (not merely their connection to IP) to try to weight the chances of scandal ruining the potential relationship between the celebrities and the campaign. Diversification is another way to reduce risk. The more celebrity spokespersons are involved in a campaign, the less impact a scandal for any one of them is likely to affect it. In addition, using multiple celebrities in a campaign would increase its appeal to more than one target audience. Opting for spokescharacters is another way to avoid the risks of celebrity scandals.

"Spokescharacters"

Cartoon characters can be created to fit the message perfectly and attract the target audience of a specific outreach campaign. Unlike spokepersons, they can be controlled completely by campaign managers. Specially created spokescharacters have the added advantage of being exclusive to the campaign. Cartoon characters can be particularly effective when communicating to children.

Special days

The use of a special day (or week) to commemorate a specific issue year after year can be a particularly effective way to raise awareness of that issue. Such days provide an opportunity for different stakeholders interested in the issue to promote a single message related to that issue with a series of activities and events taking place in a limited period of time. These events tend to generate extensive media interest, that multiplies the reach of the message being transmitted by the different events and activities.

Governments, NGOs and private corporations around the world, have established national days to raise awareness of specific issues related to intellectual property. Following are examples of IP-related special days at an international level:

World Intellectual Property Day: In recognition of the advantages of dedicating a special day to a specific issue, in the year 2000, WIPO's member States decided to designate April 26 as World Intellectual Property Day. Since the first celebration of this day in 2001, WIPO has used this day to highlight the significance of creativity and innovation in people's daily lives and in the betterment of society. As part of the IP day celebrations, WIPO has produced press releases, posters, bookmarks, and special publications to help member States celebrate the day. WIPO has also organized an essay competition and events such as the screening of films related to intellectual property. Member States also carry out a wide variety of activities and produce special products for their national celebrations of World IP day. More specific information about such activities and products can be found at the IP Day page of the WIPO website.

World Book and Copyright Day: The United Nations Educational Scientific and Cultural Organization (UNESCO) organizes the celebration of World Book and Copyright Day every year on the 23rd of April. One of the main objectives of this day is to promote the protection of written works through the use of copyright. This day also provides an opportunity for the general public to recognize the achievements and rights of authors who have contributed to social and cultural progress. UNESCO enlists the help of partners (such as authors, publishers, teachers, librarians, public and private institutions, NGOs and the mass media) to mark this celebration of books, authors, and their rights.

World Anti-Counterfeiting Day: Established in 1998 by the Global Anti-Counterfeiting Group (GACG), this day is held every year at the end of June to raise awareness of the international costs of counterfeiting and piracy.

Awards

Awards provide incentives and rewards for people who adopt the behavior being promoted in an outreach campaign. Furthermore, award ceremonies tend to attract media attention and thus draw more attention to an outreach campaign. Thus, awards represent a cost-effective means of promoting a wider knowledge and understanding of the IP system.

WIPO issues three types of awards, namely, the WIPO Award for Inventors, the WIPO Creativity Award and the WIPO Trophy for Innovative Enterprises. These awards are designed to offer recognition to inventors, innovators, designers, creators and innovative companies.

Awards can be a useful tool to encourage people to create.

As can be seen in the examples listed in the Outreach in Practice section in the WIPO website, many other institutions offer awards as part of their outreach activities and campaigns. Many of these awards are given in recognition of the creation of IP, while others are given in recognition of services rendered for the protection of IP.

Exhibitions

Exhibitions allow the showcasing of IP issues related to an outreach campaign in a way that can be easily related to by the public. The possibilities for exhibitions relating to IP issues are virtually endless. As with any other communication tool, in order to ensure a successful exhibition, its communications goal and target audience must be properly identified before any work is begun. A clear understanding of the goal and the audience will facilitate the choice of theme, content, and location of the exhibition.

Since 1999, WIPO has organized at least one IP-related exhibition per year at its Geneva headquarters. The concept, exhibition plan and publications related to these exhibitions can be adapted and recreated to fit national requirements. For more information on how to recreate one of these exhibitions at a national level, please contact *outreach@wipo.int* The following are examples of WIPO exhibitions:

Women Invent. This exhibition honored women inventors of all ages, in all fields, and from all regions of the world.

At Home with Invention. The accompanying publication and CD-ROM produced for this exhibition are still widely used worldwide to explain how IP is present all around us.

Music in the Digital Age. Organized at a time when P2P networks were just beginning to revolutionize the way in which music is now distributed over the Internet, this exhibition aimed to highlight new IP issues in the copyright area.

Striving for Excellence. This exhibition offered a glimpse of the technological advances that have enhanced sport both on and off the track, and of the IP that underpins it.

Seminars

Seminars are often the communications tool of choice for the promotion of IP issues. They have the benefit of being very targeted events with a captive audience, and can provide immediate feedback to the communicator. Since seminars are usually given to a small number of people with similar interests and concerns, the information presented at these events can be much more detailed and technical than that used with other communications tools. Again, such information should be tailored according to the needs and expectations of the target audience.

WIPO holds many seminars every year on a variety of IP issues and for very different target audiences. Information on these seminars, including copies of some of the presentations and documents given at these events, can be found at: *www.wipo.int/meetings/en/*

Written requests from national IP offices for the organization of a specific WIPO seminar should be addressed to WIPO's Director General.

Seminars are an effective communication tool for transmitting specific IP information to a specialized target audience.

For more information contact the **WIPO** at:

or its **New York** Coordination Office at:

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