



Keeping It Real: communicating global market relevance

ISO Networking Conference
29-30 November 2004
Sydney, Australia

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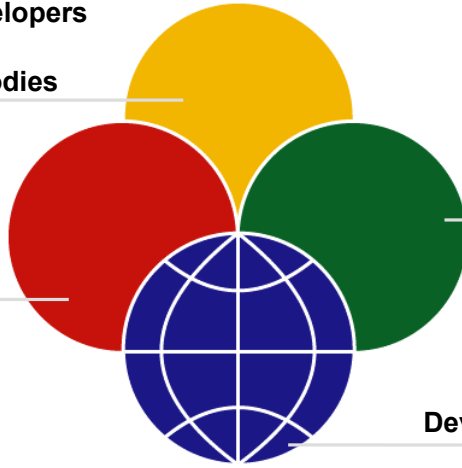


Notes:

“Standardization Messages” must reach a wide range of target audiences

**Standards Developers
and Conformity
Assessment Bodies**

**Industry,
Academia and
Consumers**



Media

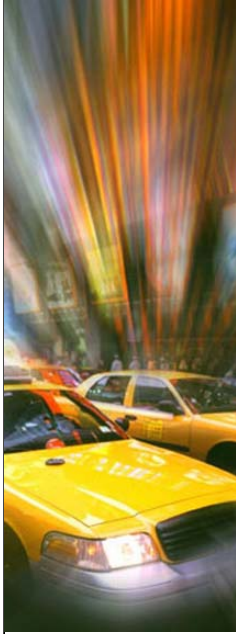
**International
Organizations,
Governments,
Developing Nations**



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Notes:



**Today, there are many more voices –
and many more messages –
competing to be heard by these
target audiences.**

Conventional publicity strategies will get
lost in the traffic and noise.



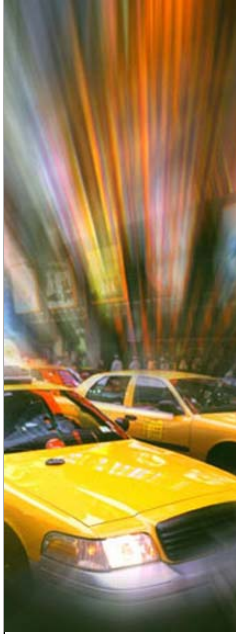
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Notes:

PR is NOT advertising – it is cheaper, more believable, and can be more far-reaching.

In the U.S., there are more than 300 commercial publications that specifically list “standards” as an area of coverage. Thousands more are aimed at general business, industry-specific, and consumer markets. ANSI’s own members produce at least 150 more electronic or print format news vehicles.



We will have the most success when we focus on **simplicity and develop **impact statements** that are **relevant to the audience(s)** we are trying to reach.**



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Notes:

Standardization messages can be complex and difficult to deliver succinctly.

The process itself can be hard to understand.



Simple, relevant, and impactful i.e., the *Key Message*

- What we want to communicate
 - The objective of the standardization process is to create a single, technically valid and globally relevant standard with a single test of conformance to that standard.
- Why the message is important
 - This will allow products to be distributed for worldwide commerce without change or modification (benefits may include lower cost, higher degrees of safety, etc.).
- How this message might be communicated

One Standard – One Test – One Acceptance



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Notes:

Intended usage of key messages:

Press releases, Media interviews, Presentations/Speeches,
Testimony, Publications, Web site, Advertising,
Contributed articles or Letters to the editor

More sample key messages:

Standards quicken market acceptance of products.
International standards support the worldwide sale of products.
Standards make it clear how to improve the safety of products for the protection of consumers.
Voluntary standards help the government fulfill its mandate to ensure public safety and health.
Standards are just good ideas unless products and services conform to them.



Customization and personalization
are the ways to ensure that each
target audience perceives for itself
the *value* of our messages.

Each message must be shaped in a way that is best understood by the audience that has been targeted.

- Language and the level of sophistication of the content must be selected appropriately.



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Notes:

The Media: A primary audience and an ally

- The media can help communicate information to the general public in a way that is often more “believable” than advertising
 - This makes the media a primary target audience (a “customer”) for standards-related information

- The media will care about a story only if it (1) will be of interest to and (2) be understood by their readers or viewers
 - Media are buying stories, and we are selling. If we can successfully meet their requirements/ needs, they will help us communicate our stories



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Notes:



“Hooks” that can generate a media response

- A tie-in with a current news issue or trend
 - National Preparedness Month - Homeland Security
 - U.S. VISIT – biometrics
- The offer of something free
 - A booklet or report (9-11 Commission Reports; World Trade Center investigation reports)
- A special or timely event
 - World Standards Day
- Quick and reliable information
 - A “go to” person, a “hotline” or website containing information or advice (e.g., “Operation Decoration”)



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Notes:

Become the “go to guy” – demonstrate to the press that you’re the one to call for expert interviews.

Go where the cameras already are. Instead of trying to get media to cover your event, make a connection with an event they’re already covering.

Offer an exclusive. If it’s important for you to get into a particular publication, offer the editor an exclusive on the story.



What auto icons mean

Car buyers in the USA are finding more European-style icons inside their new cars. A look at some of the icons and their functions — some familiar, some not — in a 2004 Saturn I.



Icons may mean confusion by the dashboard light

Universal symbols save money

By Earle Eddidge
USA TODAY

Icons and symbols are replacing words to describe the functions of car knobs, switches and controls, and to warn drivers about possible problems through the owner's manual. Automakers, who started using icons at least a decade ago, say consumers accustomed to seeing icons on personal computers and cellphones are comfortable with them in their cars. "We're hoping to develop symbols that are more universal," says a spokesman for the International Organization for Standardization (ISO), which is working on a set of icons for use in cars and trucks. Can you guess their meanings? Answers below.

Test your icon IQ

These are icons approved by the International Organization for Standardization for use in cars and trucks. Can you guess their meanings? Answers below.

1. 
2. 
3. 
4. 
5. 
6. 
7. 
8. 

In many cars today, words such as "low fuel," "low oil" and "air conditioning" have been replaced with images of a light bulb, a bugle and a fan. The International Organization for Standardization (ISO) is working on a set of icons for use in cars and trucks. Can you guess their meanings? Answers below.

The ISO is not the only organization that has adopted a set of icons for use in cars and trucks. The International Organization for Standardization (ISO) is working on a set of icons for use in cars and trucks. Can you guess their meanings? Answers below.

“How much has the automotive industry saved by using standardized symbols?”

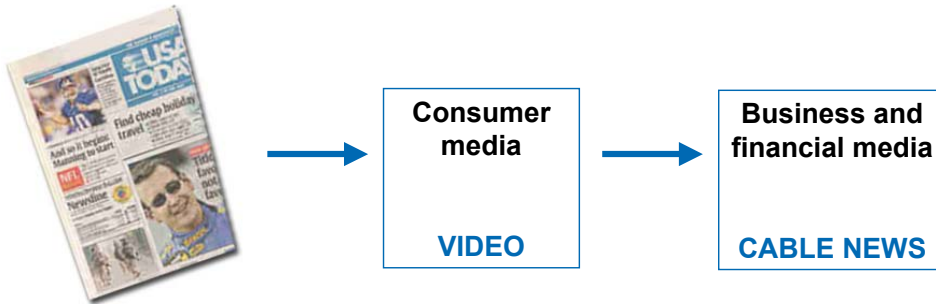


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Notes:

Example: A multi-phase media campaign for graphical symbols



Develop a comprehensive campaign that broadens your outreach.
A CEO reads *Forbes*, but he/she also watches the evening TV news.



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Notes:

Message

- When possible, link the message to a major headline

Voice

- Tailor the tone, or language of the article, to match the knowledge-base of the primary audience

Medium

- Trade publications
- Business and financial press
- Academic journals
- Consumer publications

Frequency



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Notes:



ISO Strategic Plan

Key words and phrases from a PR perspective

- Developing a consistent and **multi-sector** collection of **globally relevant** International Standards
- Ensuring the **involvement of stakeholders**
- **Raising the awareness** and capacity of developing countries
- Being open to **partnerships** for the **efficient** development of International Standards
- Promoting the use of voluntary standards as an **alternative** or as a support **to technical regulations**
- Being the **recognized provider** of International Standards and guides relating to conformity assessment
- Providing **efficient procedures** and **tools** for the development of a **coherent** and **complete range of deliverables**



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Notes:



Premise: Strategic Communications in ISO

- The time has come to introduce a more **proactive** approach to standards-related communications
- Engage communications teams earlier to assist in developing strategies that will help to achieve your desired outcome.

A PR team can offer much more than simple press releases.



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Notes:



Strategic Communications

(continued)

- Utilize your teams to help educate target audience(s)
 - Build awareness in both directions
- Anticipate (and/or test) how target audience(s) will react to your messages
 - Monitor and measure these results and tailor your plans as necessary
- Share information and techniques with the other ISO national standards bodies



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Notes:



How to Move Forward

- Look to the future
- Mine information resources
- Develop strategic partnerships
- Capitalize on public awareness
- Demonstrate market relevance
- Be aggressive in the pursuit of opportunities



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Notes:



Look to the future

- Begin to create a relationship with “new” audiences before you are ready to launch a product or service – build their awareness.
 - Does the travel and tourism industry know about ISO and international standards?
 - Opportunity: Communicate why it’s important that a new work area to support this industry is being considered.

- Capitalize on the launch of new work areas
 - We must be cautious when discussing and/or projecting timelines for completion of specific work items – the media usually expects quick progress.
 - Opportunity: Develop a planned set of progress reports that will keep our name (and the work) in front of the target audiences.



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Notes:



Mine information resources

- Develop networks to gather information
 - Internally
 - Monitor ISO Technical Committee (TC) Business Plans
 - Review reports of TC/SC meetings
 - Reach out to committee officers or staff monitoring specific committees
 - Establish formal communication lines between staff supporting technical programs and communications staff
 - Externally
 - Monitor news organizations and major media
 - Watch for *Media Source* invitations



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Notes:



Develop strategic partnerships

- Build and/or strengthen relationships between and among organizations
 - Example: Homeland Security
 - American National Standards Institute
 - National Fire Protection Association
 - U.S. Department of Homeland Security
 - Example: Nanotechnology
 - Executive Office of the President of the United States
 - Leading academic institutions
 - Industry



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Notes:

Support the standards-related educational needs of those within the community

Provide opportunities for professional development through quality programs and services

Inform and educate the business community

“Target audiences” must also include

Developing nations

Next Generation of standards developers

Make available educational programs on standards and standardization and incorporate standards into university curricula



Capitalize on public awareness

- Build relationships and establish “connections” between standards and issues to which the public can relate
 - Consumer issues (e.g., standards to meet the needs of older persons and those with disabilities)
 - Service industries (standards for travel and tourism; personnel – food handlers, etc.)
 - Security, health and safety (standards for global homeland security, biometrics, etc.)



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Notes:

Proposed article: “Why Rock ‘n’ Roll Guys Love International Standards: If you’ve been on a world concert tour, you’ll understand”



Demonstrate market relevance

- Statistics, statistics, statistics (and a few charts, too)
 - “An airplane is 1,000,000 standards flying in tight formation.”
 - The U.S. Consumer Products Safety Commission relies on voluntary consensus safety standards for an estimated 90 percent of the 15,000 products under its jurisdiction.
- The media loves numbers (especially when linked to \$\$\$)
 - How much does it cost / How much does it save?
 - “The use of standardized (symbols, washers, fuel caps, etc.) saves the automotive industry \$----- in design costs (each year/for each new model produced/etc.)”



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Notes:



Be aggressive in the pursuit of opportunities

- Timing can be critical, but consistency is the key.
 - Feature-type articles are an excellent source of publicity, but they have a limited shelf-life (lifespan)
 - Regular, consistent coverage – whether in the form of quotes or regular mentions – is the key to ongoing awareness and establishment as a credible source



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Notes:

Feature articles:

“From Playgrounds to the Homeland: How standards provide for safety and security”

“Environmentally Preferable Purchasing – An economical way to protect the environment”

Regular, consistent coverage

Letters to the editor

Contributed articles or columns

Briefings/editorial outreach

Media tips / case studies



Summary

- A strong communications team can be utilized in numerous stages of the standardization process
 - **pre-launch** (educate / build awareness; establish relationships; create a linkage between the solution being offered and the need(s) of the key stakeholders and target audiences)
 - **launch** (general roll-out activities; build awareness; influence key stakeholders to try solutions; present testimonials)
 - **post-launch** (enhance visibility; continue to influence; demonstrate that needs are being met)



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Notes:



Contact information

The ANSI communications team looks forward to coordinating and collaborating with our colleagues in the international standards arena.

Thank you for your time and attention.

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