

An e-Strategy for Political & Community Leaders

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Overview

- **Why an e – Strategy ?**
 - Definition
 - Needs & added values: Campaign Readiness & Political/Community Branding
 - Design & Implementation
- **A Total Strategy: Global Strategy & e-Strategy**

Why an e-Strategy?

Definition



Reinvent Politics & Governance in Cyberspace

- @ Delivering political and civil leaders a powerful combination of strategy, issue advocacy and cutting-edge web-technology services to empower, activate, educate, and mobilize constituencies, citizens, activists and resources to achieve public affairs objectives;
- @ An operational plan to meet your strategic goals and make your organization an online leader, while keeping campaign readiness;



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Why an e-Strategy?

Definition (2)



Reinvent Politics & Governance in Cyberspace

- @ Combine ICT tools (web, mobile, I-TV) to help you stay on track and out front to achieve your goals and win;
- @ Convey a modern, visionary and dynamic image, on message rather than off base, up-to-date rather than out-of-date to your constituency;
- @ Establish long-term close and interactive relationships with your constituency, your citizens and your activists, while being on top of the political/community agenda.



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Needs & Added Value: Campaign Readiness & Political/Community Branding



Reinvent Politics & Governance in Cyberspace

"Anyone who reads the newspapers knows we are seeing the Internet revolutionize politics in America - now. Like any revolution, there will be a lot of new winners, and new losers."

Phil Noble,
Founder of PoliticsOnline

"The Internet community is wondering what its place in the world of politics is. Along comes this campaign to take back the country for ordinary human beings, and the best way you can do that is through the Net."

We listen. We pay attention. If I give a speech and the blog people don't like it, next time I change the speech."

Howard Dean (US Presidential candidate 2004)



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Needs & Added Value: Campaign Readiness & Political/Community Branding (2)



Reinvent Politics & Governance in Cyberspace

- @ **Need to Control the Political/Community Agenda & Win by being innovative and competitive;**
- @ **Need to efficiently mobilize constituency and activists → 'Constant Campaign' to achieve 'Campaign Readiness' at Anytime;**
- @ **Need to mobilize sufficient resources to achieve objectives in a cost effective way → Donors and available media tools;**
- @ **Need to establish and manage efficient relationships with the public, activists, donors and media → Waking up the 'silent majority' & create awareness;**
- @ **Need to brand inside (public and population sectors) & outside (gather international support)**



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Needs & Added Value: Campaign Readiness & Political Branding (3)



An e-Strategy:

- @ **To brand your organization and objectives to Anyone, Anywhere, At Anytime' in interactive, innovative and sustainable ways at low cost;**
 - @ To respond to your needs in an operational, cost effective and coherent way;
 - @ To easily manage your 'constant campaign' online and offline;
 - @ To efficiently manage your relationships with your public, your activists, your donors and the media;
 - @ To mobilize sufficient resources;
 - @ To leverage the interactivity of ICT to mobilize stakeholders and turn your online visitors into activists in support of your campaign.
 - @ To sustain your campaign effect and increase exposure while awaking the 'silent majority';



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Why an e-Strategy?

Design & Implementation



Design:

- @ **Your website as the basis of your e-Strategy;**
- @ **Build a flexible, highly interactive & personalized e-Strategy;**
- @ **Use ICT tools and methods (Broad Convergence of Media) to create the above;**
- @ **Make ICT tools as stand-alones yet complementary with each other, your offline campaign and your classic media campaign;**
- @ **Generate multiple interactions (i.e. weblogs) and enable constant supervised updates from multiple-side (i.e. different formats for newsletters but with a common theme, online activities, surveys, online meeting agenda);**
- @ **Make it highly user-friendly!**



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Why an e-Strategy?

Design & Implementation (2)



Reinvent Politics & Governance in Cyberspace

Implementation:

- @ **Create a good and professional team to support your e-Strategy;**
- @ **Assessment & Review** - of your organizations current online political/community activities and how they can be improved so you can take advantage of the latest technologies and new developments;
- @ **Strategic Analysis** - of the special online 'targets of opportunity' for your organization given your particular goals, assets and resources;
- @ **Strategic Planning** - to provide you and your organization with a blue print and operational plan to meet your strategic goals and make your organization an online political leader;
- @ **Ongoing Support** – Managing your e-Campaign, tools development & management, updates and personal consultations to help you stay on track and out front through the campaign.



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A Total Strategy:

Global Strategy & e-Strategy



Reinvent Politics & Governance in Cyberspace

A Total Strategy:

- @ **An efficient & flexible e-Strategy needs to be an integral part of the global political & media strategy to achieve its objectives;**
- @ **Its management team needs to be in constant collaboration with:**
 - @ **The Media & PR Teams**
 - @ **The Political & Campaign Headquarter**



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THANK YOU



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