



**Asia-Pacific
Economic Cooperation**

2013/SOM1/LSIF/016

Agenda Item: 8

APEC Secretariat Communications and Public Affairs Update

Purpose: Information
Submitted by: APEC Secretariat



**Life Sciences and Innovative Forum
Planning Group Meeting
Jakarta, Indonesia
30 January 2013**

APEC Secretariat Communications and Public Affairs Update

30 January 2013

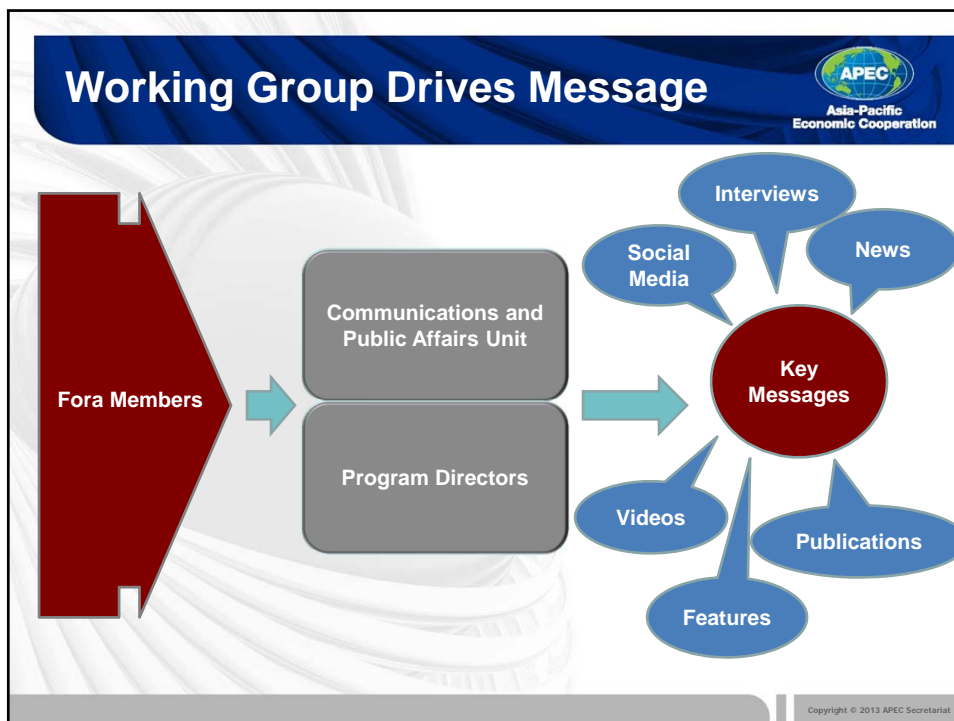
David Hendrickson
Media Manager
APEC Secretariat




Asia-Pacific Economic Cooperation

Advancing Free Trade for Asia-Pacific Prosperity

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CPAU Operational Plan - 2013



Objective: To enhance awareness, understanding and support of APEC's role, agenda and achievements

Tools:

1. News, Media and Op-Eds
2. Stakeholder Engagement
3. Online Communications: Social Media and Mobile Apps

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News, Media and Op-eds




“APEC 2013 chair stresses need for resilience”
 **KYODO NEWS**

“As APEC chair, RI to use Bogor goals as gauge”
The Jakarta Post

“Sustainable growth with equity a goal set for APEC”




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News, Media and Op-eds



APEC
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- Articles and op-eds on APEC initiatives
- Video coverage of APEC meetings
- APEC Online Media Center
- Animated APEC logo video template
- Media interviews for APEC representatives

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Outreach: Private Sector, Policymakers and APEC host



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- Building knowledge and support for APEC's outcomes
- Publishing informational pamphlets
- Archiving records for APEC CEO Summit



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Your card serves as a pre-issued, multiple-entry visa valid for all fully participating APEC economies, with the added perk of using specially-designed "fast track" immigration lanes at major international gateways.

This means that you can hop on a plane at a moment's notice and head with fewer immigration processing delays.




APEC Business Travel Card
Smart people fly APEC

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APEC and Social Networking




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The screenshot shows the APEC website's 'Features' section. The main article is titled 'APEC targets transparency in trade' and is dated 22 Oct 2012. The article text discusses the importance of transparency in trade for investors. A 'Share This Link' dialog box is open, showing options to share on Facebook, Twitter, and LinkedIn. A 'Bookmark & Share' popup is also visible, listing various social media and bookmarking services like Delicious, Facebook, and Twitter.

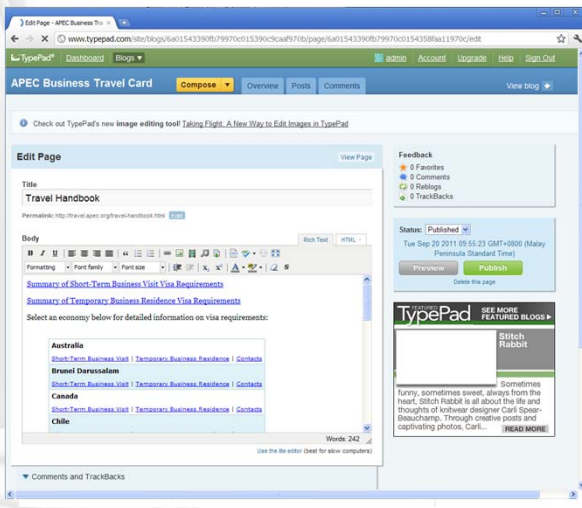
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APEC Satellite Websites for Fora



APEC
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- Professionally designed web template
- Free for APEC fora members
- Reduce time/cost of building website
- Improve online branding
- Flexible customization guidelines





The screenshot shows a TypePad website editor interface. The page title is 'Travel Handbook'. The main content area contains a list of countries with links to their respective visa requirements: Australia, Brunei Darussalam, Canada, and Chile. The interface includes a rich text editor, a 'Compose' button, and a 'Publish' button. A sidebar on the right shows feedback statistics and a 'TypePad' logo.

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APEC Mobile Site and App



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- ✓ Complements APEC website
<http://m.apec.org>
- ✓ Displays latest APEC news, features, photos and videos
- ✓ APEC for info at your fingertips

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Enhanced APEC Website



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The screenshot shows the APEC website homepage with various sections: News Releases, Business, Features, Research, Events, and Latest Tweets. A red circle highlights a tweet in the 'Latest Tweets' section.

- Enhancing the APEC homepage to include twitter feeds and video

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APEC Publications



Asia-Pacific Economic Cooperation



APEC at a Glance

Advancing Free Trade for Asia-Pacific Prosperity

APEC at a Glance



APEC
Outcomes & Outlook
2012 • 2013

Advancing Free Trade for Asia-Pacific Prosperity

APEC Outcomes & Outlooks



what you need to know

APEC Media Toolkit

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CPAU 2013 Projects




Asia-Pacific Economic Cooperation

- Continue to grow an online community and encourage fora participation:
 - ✓ APEC social media guidelines
 - ✓ Launch of an APEC LinkedIn page
- Assist fora in producing media articles and op-eds
- Produce video trailers to promote 2013 priorities

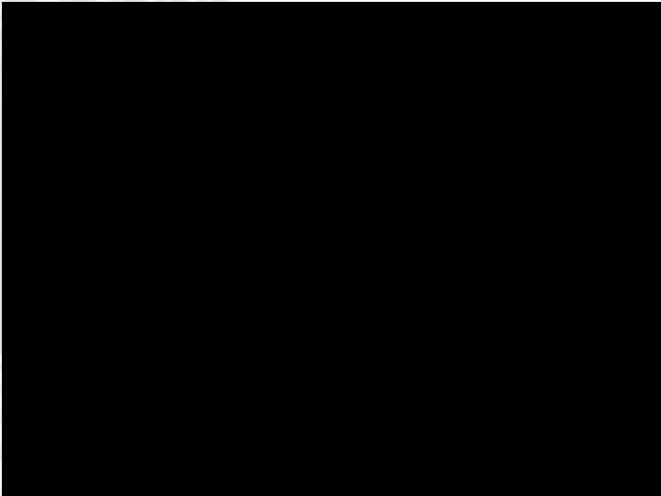


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APEC: Imagine the Possibilities



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APEC and Social Networking



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