



**Asia-Pacific  
Economic Cooperation**

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Agenda Item: 7.2

## **APEC Meetings Communications Guidelines**

Purpose: Consideration  
Submitted by: APEC Secretariat



**Second Senior Officials' Meeting  
Qingdao, China  
14-15 May 2014**

## **Executive Summary**

The objective of this set of guidelines is to provide more comprehensive guidance to APEC hosts on responsibilities, expectations, requirements, and recommendations to assist with the planning and execution of communications strategy and tasks to support APEC meetings. These guidelines are not meant to be overly prescriptive but rather to provide APEC meeting hosts guidance and possible suggestions on how hosting communications requirements might be met.

This document outlines communication practices and guidelines that should be adopted by APEC meeting hosts to help ensure that communications are managed in a manner consistent with APEC practice. It covers:

- Online Communications
- Media Management
- Associated Event Guidelines
- Confidentiality of Content.

In parallel with these guidelines, the APEC Secretariat continues to gather and document information on best practice technical, process and procedural issues implemented by past and future hosts during their respective host years. The APEC Secretariat can be contacted for further guidance should hosts require more clarity on procedures or when in doubt on specific issues.

### **Required Action/Decision Points**

SOM to approve the set of APEC Meetings Communications Guidelines.

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## **1. INTRODUCTION**

These guidelines support members' actions to plan and implement clear, conscious and uniform communications. These communications guidelines are based on demonstrated best-practices, for each economy to consider as they develop their own domestic and international communications program. At the same time, the APEC Secretariat is to consult with host economy communications officials as required.

Adhering to these communications principles and subsequent guidelines will help to preserve and ensure the integrity of the APEC forum befitting APEC Economic Leaders, Ministers and other stakeholders and the policy and project outcomes resulting from the process.

This is a working document and will be periodically reviewed, updated and transmitted to incoming hosts.

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## 2. ONLINE COMMUNICATIONS

The APEC host economy can use online communications to amplify information about APEC and the host economy to reach stakeholders directly. Latest news from the APEC meetings can be distributed promptly online to a wide audience. Online communications includes the *Host Economy Website* and the various social media platforms. The APEC host economy should use other digital communications tools (e.g. social media) as needed to complement its online communications strategy. The APEC host economy should use these general guidelines to plan and develop the *Host Economy Website* and the social media strategy.

### 2.1 Host Economy Website

The APEC host economy should have an official *Host Economy Website* to distribute news, media, and information from the APEC meetings. News and media resources should be posted on the *Host Economy Website* in a timely manner so that the public can get up-to-date information on the latest APEC developments.

### 2.2 Host Economy Website Address

The official *Host Economy Website* address will be <http://host.apec.org>. This web address will redirect to the *Host Economy Website* provided by the current host economy. The host economy will need to provide the Internet Protocol (IP) address of *Host Economy Website* server so that the APEC Secretariat can do the necessary configuration.

### 2.3 Host Economy Website Duration

The official *Host Economy Website* should be available from 1 January to 31 December of the host year. On 1 January of the host year, the web address <http://host.apec.org> will be updated to point to the new *Host Economy Website*. The previous year's *Host Economy Website* can be taken offline on 1 January.

### 2.4 General Guidelines

Below are the general guidelines for the *Host Economy Website*:

- The official language of the *Host Economy Website* is English. The host economy should localize the website and provide an alternative version in the local language, if appropriate.
- The *Host Economy Website* must adhere to the APEC nomenclature. The APEC nomenclature can be found in the [APEC Publications Guidelines](#).
- The *Host Economy Website* must have an APEC Logo which hyperlinks to the homepage of the APEC Website (<http://www.apec.org/>). The APEC Logo must be on the top left side of the webpage.
- The *Host Economy Website* must have a Host Logo which hyperlinks to the homepage of the *Host Economy Website*. The Host Logo must be on the top right side of the webpage.
- The *Host Economy Website* must adhere to the [APEC Logo Guidelines](#) and [APEC Tagline Guide](#).

The host economy should inform and consult with the APEC Secretariat before launching the *Host Economy Website*.

The host economy should provide the web address of the *Host Economy Website* and its IP address. APEC Secretariat will then review the website to ensure that it complies with the various APEC guidelines. Additional comments/suggestions to improve the website will be provided, if necessary. The host economy should make the modifications accordingly and inform APEC Secretariat to review again.

The APEC Secretariat will redirect <http://welcome.apec.org> to the *Host Economy Website* and hyperlink to it from the homepage of the APEC Website (<http://www.apec.org>) before the website is launched.

## **2.5 Functional Guidelines**

While the host economy can innovate and be creative in the design of the *Host Economy Website*, the host economy should ensure that the *Host Economy Website* remains user-friendly and adheres to the relevant APEC Guidelines. Social media integration with the website should be considered.

As the *Host Economy Website* serves to distribute information from the APEC meetings, the website should fulfil these minimal functional guidelines. The website should have these sections:

- News (Distribute news from APEC Meetings)
- Photos (Distribute photos from APEC Meetings)
- Videos (Distribute videos from APEC Meetings)
- Meetings (Provide information on APEC meetings and their dates/venues)
- Contacts (Provide contact information for delegates and media)
- Media Advisory (Provide information on how to get to meeting venues, local information, host economy information etc.)
- Accreditation for both Officials and Media

## **2.6 Large File Downloads/Distribution**

The *Host Economy Website* may explore technology to facilitate the distribution of media resources. For example, the host economy can choose to distribute files via cloud sharing (e.g. Dropbox), File Transfer Protocol (FTP) or by allowing delegates/media to copy files using their USB thumb-drives at specific secure media terminals.

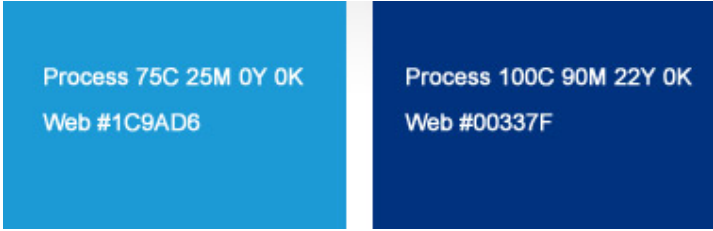
## **2.7 Website Layout**

While there is no restriction on the design layout, the host economy may use the recommended layout shown below. The host economy may design alternative website layouts as long as the APEC Logo and Host Logo are clearly visible at the top of the website.

## **2.8 Website Look-and-Feel**

The host economy should use a look-and-feel that is complementary to the APEC Website (<http://www.apec.org>).

White is the recommended webpage background color. The preferred colour for the website banner area are either various shades of blue (similar to the APEC website <http://www.apec.org>) or plain white for a minimalist design.



For consistent typography, the *Host Economy Website* is recommended to use the Georgia typeface for main section headers and titles, and the Arial typeface for navigation text and other text in the website.

**2.9 Accreditation**

The website should provide clear information on how media and delegates can obtain accreditation for the APEC meetings. The information should state the procedure for obtaining accreditation for various working group meetings / workshops / training courses. Contact details (name, phone, email) should be provided for accreditation-rated enquiries.

|               |        |                     |                |
|---------------|--------|---------------------|----------------|
| APEC Logo     |        | Host Logo           |                |
| News          | Photos | Videos              | Meetings       |
| Contacts      |        | Accreditation       | Media Advisory |
| Latest News   |        | Media Accreditation |                |
| Latest Photos |        | Latest Videos       |                |
|               |        | Upcoming Meetings   |                |

**3. SOCIAL MEDIA**

APEC hosts are encouraged to use social media to help promote APEC events and issues and engage stakeholders during the host year. Social media is increasingly becoming an important platform for opinion leaders and media on both insights and breaking news. The power of social media is the ability for others to share or retweet posts, thereby amplifying the message beyond immediate followers.

**3.1 APEC host-branded Facebook and Twitter Pages**

For brand consistency and to engage with past followers, the APEC Secretariat provides for APEC hosts' use APEC host-branded Facebook and Twitter pages set up by the APEC Secretariat. Maintaining just one APEC host account for Facebook [www.facebook/APEChost](http://www.facebook/APEChost) and Twitter @APEC host will ensure that hosts do not lose all followers and momentum developed by previous hosts. One APEC host Facebook and Twitter account that is passed from host to host ensures that APEC will



keep building up a large follower base over the years. Hosts are encouraged to post in both English and their own language to capture local and international followers.

### **3.2 Passwords and Administration**

Each year, the new host will resume ownership of the page from the previous year's host. The APEC Secretariat will open the account and retain administrative management of the account (email associated with the account will be an APEC Secretariat email address that will remain unchanged). The APEC Secretariat will be the **only** entity that will have the right to change passwords on the account. Passwords will be changed from year to year for privacy and ensuring only the host for that year can post. The APEC Secretariat will initiate the password change from year to year to ensure a central record and continual access to the account.

### **3.3 Personalizing Profile Page**

The host will be entitled to personalize the Facebook and Twitter profile pages once you inherit the account for the host year. Each year, hosts can change the profile and cover page photo to economy-specific photos as well as personalize any introductory text. Please be mindful of APEC Publication Guidelines and correct nomenclature (see more below). No symbols of sovereignty may be featured in photos or graphics on your profile page or in your posted content.

### **3.4 Host Assumes Full Ownership and Responsibility of Page**

Once, the host resumes ownership of the Facebook page, the host resumes complete ownership, management and responsibility for content posted for that host year. The APEC Secretariat will NOT be involved in content posting or management. Previous year's hosts relinquish their rights to post. (The account password will be changed from year to year to ensure only current hosts can access and post onto the account).

### **3.5 Guidelines on Content Posted**

The APEC host is encouraged to post photos from APEC events, updates about APEC events, latest reports, speeches or statements, cultural information, information about cities hosting APEC events, news releases and any other related content. Social media is very time-sensitive and current, so it is better to post information that is up-to-date and relevant. For example, during an APEC event would be the right time to post photos or insights about the event.

**3.5.1 For Facebook**, posts should include text and a photo if possible as Facebook is visual. Posts should be around a few times per week to keep the account active.

**3.5.2 For Twitter**, tweets should include short text (140 characters) with links to the host website for more information. Photos can also be tweeted. Tweets should be distributed at least once a day. Not all tweets have to be self-generated, you can also follow other similar organizations and key opinion leaders and retweet some of their tweets as well.

### **3.6 Follow Correct APEC Nomenclature**

As with any APEC published material, the host must follow APEC nomenclature and APEC Publication Guidelines for correct usage of terminology and economy names. For example, correct terms are "Chinese Taipei" and "Hong Kong, China." Hosts cannot use the term "nation" or "national" or "country." Members are referred to as "member economies." No flags may be featured in photos or

graphics on your profile page or in your posted content. Please refer to the [APEC Publication Guidelines](#) for more detailed information.

### **3.7 Post Carefully and Self-Edit**

Please be careful of what you post and read everything carefully before you press the “Share” or “Tweet” button. Once it is published on Facebook or Twitter, even if you delete it, it is instantly seen by your followers and could be retweeted or shared, and still effectively lives on in social media. Because social media is so immediate, we encourage you to be careful and take a moment to read and self-edit before actually posting. We also suggest having a review protocol in place for a list tweets or posts to be reviewed, edited and approved by appropriate staff before posting. As mentioned, once posted on Twitter/Facebook, it cannot be rescinded, so it is better to proceed cautiously with an appropriate review process in place.

### **3.8 Twitter #hashtag for host year**

The APEC Secretariat recommends creating a special hash tag for a specific host year. For example creating #APECPhilippines or #APECPeru would encourage others to post this hash tag on their tweets during that year. The APEC host account, APEC Secretariat account and others (e.g. ABAC, Leaders, and journalists) could also tweet using this hash tag as well. This would enable all conversation on twitter about #APECPhilippines to be aggregated together in one place if someone searches under this hashtag.

### **3.9 Login Information**

#### **3.9.1 Facebook:** [www.facebook/APEChost](http://www.facebook/APEChost) (TBC)

Login Information:

Username: [media@apcc.org](mailto:media@apcc.org)

Password: TBC

#### **3.9.2 Twitter:** [www.twitter.com/@APEC\\_host](http://www.twitter.com/@APEC_host)

Username: @APEC\_host (TBC)

Password: TBC

## **4. MEDIA MANAGEMENT**

### **4.1 Accreditation**

Prompt, substantive and easy to access accreditation information is absolutely critical to facilitating media coverage of the host's agenda and activities for the year. While media interest in APEC meetings and events varies in degree, it is important that the host have systems in place to address all types of accreditation requests. Requests for accreditation for activities such as workshops, training courses and working group meetings should be directed to the organizing body. The APEC Secretariat assists with outreach to international media to promote the accreditation process on behalf of the host.

### **4.2 Ministerial meetings**

Information on the process for media accreditation for ministerial meetings, including contact points, should be made available by the organizing ministry at least six weeks in advance to provide media organizations sufficient time to address their editorial and logistical arrangements. A deadline for accreditation should be set for one week before a given ministerial meeting. Information about the accreditation process should be inserted in the administrative circular. In addition, it is necessary to both post it and activate a registration portal on the host website. Media advisories on ministerial meeting accreditation should also be distributed to the organizing ministry's media contact list as well as by the ministry responsible for foreign affairs.

Information about the ministerial meeting accreditation process should moreover be shared concurrently with the APEC Secretariat who will, in turn, include it in a media advisory for circulation to the APEC Secretariat's distribution list.

The APEC Secretariat will coordinate with a relevant contact person with the organizing ministry in cases where media advisory information on accreditation process requires review for accuracy. It is crucial that the organizing ministry distribute confirmation emails to all media as soon as their accreditation is successful. This is to ensure participation by concerned journalists. The organizing ministry should prepare accreditation staff and facilities to address on-site registration requests. However, this offering should not be actively promoted in pre-meeting notifications on accreditation to compel media to register in advance (online).

### **4.3 APEC Economic Leaders' Week**

A dedicated accreditation team should be assembled by the host at least four months before the APEC Economic Leaders' Week to ensure time for adequate staffing and training. Information on accreditation, including contacts points, should be made available by the host at least 12 weeks in advance, in line with the procedures for distribution outlined in the above section on ministerial meetings. Such advance notice is critical to ensuring that media organizations have sufficient time to prepare their arrangements. It is also needed to provide adequate time to address related queries and potential technical challenges.

A deadline for accreditation should be set for two weeks before the start of the APEC Economic Leaders' Week. A follow up media advisory on accreditation should be distributed by the host and the APEC Secretariat, respectively, no later than eight weeks before the APEC Economic Leaders' Week. It is essential that the host distribute confirmation emails to all media as soon as their accreditation is successful. This is to ensure participation by concerned journalists.

The APEC Secretariat will refer accreditation queries to the host accreditation team when it is not possible to address questions directly. The host should be prepared to address any outstanding queries until one week before the start of the APEC Economic Leaders' Week. The host should prepare accreditation staff and facilities to address on-site queries.

## **5. NEWS CONFERENCES**

### **5.1 Ministerial meetings**

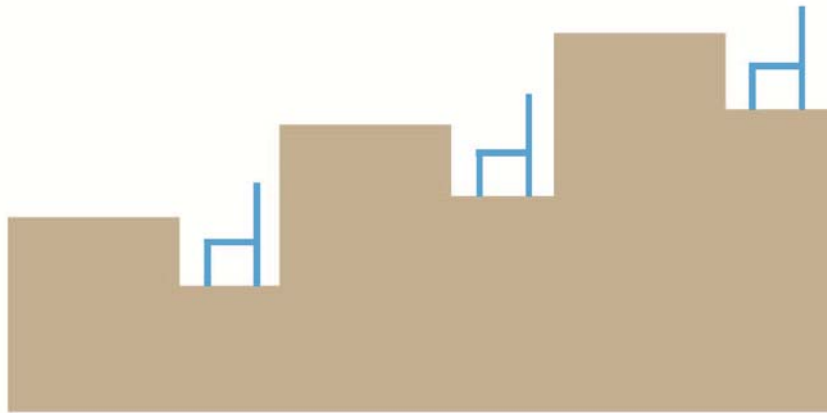
News conferences are held at the conclusion of each ministerial meeting. Participants include ministers and the APEC Secretariat Executive Director. The news conference venue should be large enough to accommodate accredited journalists and delegates. Simultaneous translation devices should be made available to audience members before the start of the news conference. They should also be placed at each participant's seat beforehand.

#### **5.1.1 Seating**

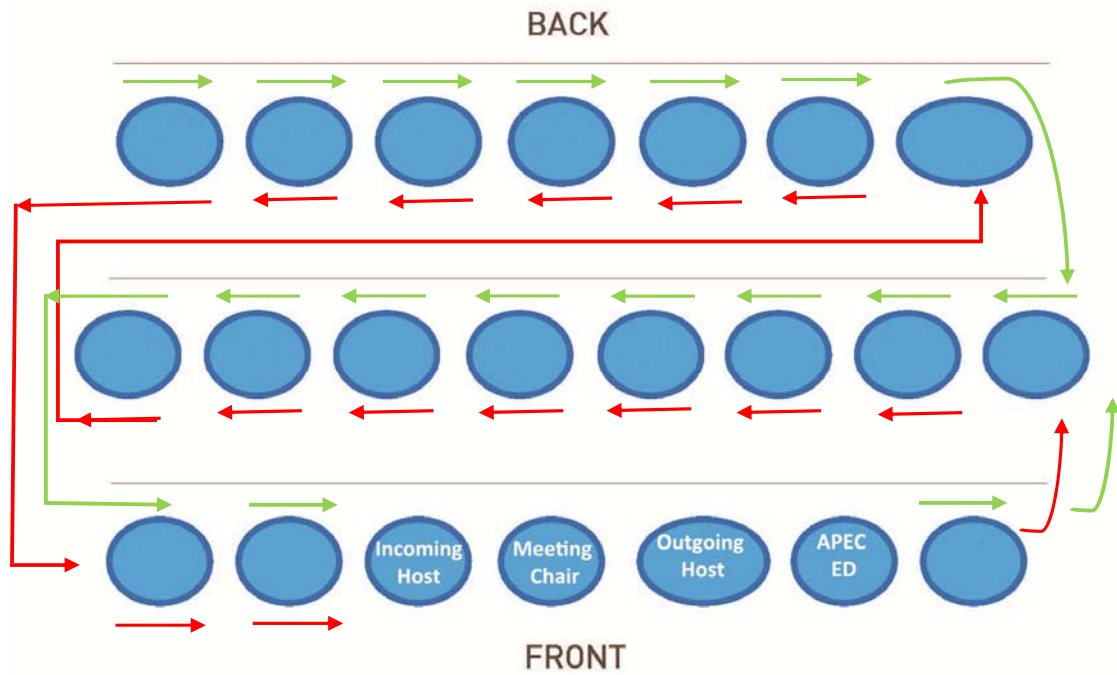
Participant seating should be arranged in three rows and on risers, in front of signage that states the meeting name, date and venue along with the APEC and APEC host logos. The meeting chair should be seated in the front row center position. To the left of the chair should be the incoming host minister and to the right should be the outgoing host minister followed by the APEC Secretariat Executive Director. Seating for all other ministers should be arranged alphabetically by economy, moving until reaching the center three participants and again resuming after the APEC Secretariat Executive Director. The arrangement should continue to move alphabetically through the second and third rows.

# News Conference Seating Arrangement

SIDE VIEW



BIRD'S EYE VIEW



### **5.1.2 Flow**

An emcee appointed by the host should open the news conference. The emcee should welcome the audience and explain the flow of the proceedings.

The chair should begin with a brief opening statement about the meeting issues and outcomes, followed by remarks from the APEC Secretariat Executive Director.

The emcee should subsequently open the floor to audience questions and request that those asking them clearly state their name and organization. Questions should be kept brief.

It is preferable to rotate between questions from host economy and non-host economy media. Media with the widest reach, domestically or otherwise, should be given priority.

If no questions are asked by the audience, the emcee should ask a prepared question that could be answered by any news conference participant that wishes to respond.

After the question is addressed, the emcee should again offer the audience an opportunity to ask questions. If no questions are asked by the audience, the emcee should again ask a prepared question that is open to any news conference participant.

This step could be repeated a third time, if necessary. If no audience questions are put forward after a third question from the emcee, the emcee should thank the participants and conclude the news conference. In total, the length of the news conference should be about 20-25 minutes.

## **5.2 APEC Economic Leaders' Week**

Numerous news conferences and briefings are held during the APEC Economic Leaders' Week, in addition to the host minister and leader sessions. The host media team is responsible for arranging the times, venues and technical arrangements for these media activities. A team should be appointed by the host at least six weeks in advance of the APEC Economic Leaders' Week to address these issues. The team should include host officials responsible for media accreditation, content and distribution. For more on venue requirements, see the below "International Media Center" section.

During the APEC Economic Leaders' Week, the host media team should make staff available on-site to assist with technical considerations before and during news conferences and briefings. This includes coordinating with the organizers of non-host events to distribute media advisories to the host media accreditation list; posting signage; and making audio announcements before an event. Staff from the host media team should also be on-site to ensure that microphones and sound tables work properly during an event.

## **5.3 Ad Hoc News Conferences and briefings**

Individual member economies, the APEC Secretariat and others will conduct ad hoc news conferences and briefings during APEC Economic Leaders' Week. The host is responsible for facilitating the arrangements and ensuring that production, including signage and room setup, is consistent with APEC nomenclature guidelines when these events incorporate any APEC branding. This means reminding production staff to avoid the use of flags and terminology such as "nations" and "countries," for example.

#### **5.4 APEC Ministerial Meeting Joint News Conference**

Traditionally, the host is responsible for organizing a joint news conference at the conclusion of the APEC Ministerial Meeting. The meeting co-chairs host this joint news conference. Participants include ministers and the APEC Secretariat Executive Director. The venue should accommodate about 500 people. Simultaneous translation devices should be made available to audience members before the start of the news conference. They should also be placed at each co-chair's seat beforehand.

##### **5.4.1 Seating**

Participant seating should be arranged in rows and on risers, in front of appropriate signage. The meeting chair should be seated in the front row center position. To the left of the chair should be the incoming host minister and to the right should be the outgoing host minister followed by the APEC Secretariat Executive Director. Seating for all other ministers should be arranged alphabetically by economy.

##### **5.4.2 Flow**

After the co-chairs are seated, an emcee appointed by the host should open the news conference. The emcee should welcome the audience and explain the flow of the proceedings.

The co-chairs should begin with brief opening statements about the meeting issues and outcomes.

The emcee should subsequently open the floor to audience questions and request that those asking them clearly state their name and organization. Questions should be kept brief.

As with other ministerial meetings, it is preferable to rotate between questions from host economy and non-host economy media. Media with the widest reach, domestically or otherwise, should again be given priority.

In total, a typical news conference is about 20-25 minutes. At the conclusion, the emcee should thank the participants and the audience, and conclude the news conference.

#### **5.5 APEC Economic Leaders' Meeting News Conference**

The host is responsible for organizing a news conference at the conclusion of the APEC Economic Leaders' Meeting. The host Leader is the lone speaker. The venue should accommodate about 800 people and take into consideration the possibility of adverse weather if outdoors. Simultaneous translation devices should be made available to audience members at the venue entrance before the start of the news conference. They should also be placed by the host at each co-chair's seat beforehand.

The host leader's lectern should be stationed in front of signage that states the meeting name, date and venue along with the APEC and APEC host logos.

An emcee appointed by the host should open the news conference. The emcee should welcome the audience and explain the flow of the proceedings which should occur as follows:

Introduce the host Leader who will make opening remarks should be about 10 minutes and discuss the meeting issues and outcomes.

Afterward, the emcee should subsequently open the floor to audience questions for the host Leader and request that those asking them clearly state their name and organization.

Questions should not run more than one minute or become statements. In these cases, the emcee should politely cut them off and allow participants to respond.

Again, it is preferable to rotate between questions from host economy and non-host economy media. Media with the widest reach, domestically or otherwise, should again be given priority. In total, the length of the news conference should be about 20-25 minutes.

## **5.6 Delivery of Joint Statement by APEC Economic Leaders**

At the venue, Leaders should be positioned to the left and right of the host Leader (who is at the center, in front of the lectern) based on alphabetical order and running from left to right. The exceptions are the incoming and outgoing host Leaders who should stand to the left and right of the host Leader, respectively. Once situated, Leaders should hold their position for a family photo taken by the journalists. Thereafter, the host Leader should be invited by the emcee to deliver an announcement of the Leaders' meeting joint statement. The host leader's remarks should be about 10 minutes.

## **5.7 Interpretation Services**

English is the official language for all APEC meetings and events. Interpretation services are usually available only during ministerial meetings and related activities, and APEC Economic Leaders' Week. Economies should arrange and accredit their own interpreters for both simultaneous and whispering interpretation. They should further ensure their interpreters are experienced in simultaneous conference interpretation.

Information on interpretation services, including location, access and use, should be included in the Administrative Circular and at the Conference Secretariat on arrival. It has been the practice for the costs of the interpretation infrastructure such as booths and electronic equipment to be paid by the host economy and any interpreter costs to be paid by the economy requiring interpretation services.

## **5.8 Review and Clearance of Media and Communications Deliverables**

Throughout the year, the host is responsible for reviewing and clearing a large number of news releases, media advisories and other communications deliverables written by the APEC Secretariat that spotlight host initiatives and often quote host officials. Prompt feedback is needed to distribute them to stakeholders in a timely way and facilitate greater media coverage that builds public awareness, understanding and support.

To this end, the host should, at the beginning of the year, identify internal contacts to coordinate with the APEC Secretariat on the review and clearance of communications deliverables as well as alert relevant ministries of this process requirement. At least two contacts points should be provided to the APEC Secretariat to help avoid communication delays due to travel or busy work schedules.

When the APEC Secretariat provides a draft to a host contact point, they are responsible for reviewing and clearing the draft directly or passing it to an appropriate colleague for feedback. In any case, emphasis should be to ensure accuracy of the draft and providing a response to the APEC Secretariat as soon as possible. Once the draft is passed back to the APEC Secretariat, factual



corrections and any other amendments will be processed by the APEC Secretariat and a final version prepared for distribution by the host fora.

## **6. CONTENT SHARING**

The host is strongly encouraged to use media and communications content produced by the APEC Secretariat to widen their reach, ensure consistent branding and messaging, and reduce work overlap. Content such as news releases, feature articles, photos and video can be sourced from the APEC Secretariat and can be posted on the host website as well as distributed through email to the host's media contact lists. Such content can be found on the APEC website, email blasts and social media pages. Usage requests can be passed to the APEC Secretariat. Alternatively, the host can provide contact points to whom the APEC Secretariat can send available content. Contacts should be appointed at the start of, or prior to, the host year.

## **7. LEADERS' INTERVIEWS**

The host work should together with the APEC Secretariat to coordinate brief video soundbites by Leaders as they make their way – one by one – to the start of the APEC Economic Leaders' retreat after being greeted by the host Leader.

The soundbite opportunities, which could be conducted by the APEC Secretariat and produced by the host, allow each economy's Leader to share their expectations for the meeting and why it is important to their economy. The video footage could be fed to the International Media Center and made available for immediate use by accredited media.

Many journalists covering the APEC Economic Leaders' Meeting note that there is often limited substantive content for them to report on. These Leader interviews would help to fill the void and build greater public domestic interest in the event.

It is advised that that the host coordinate with the APEC Secretariat at least 10 months in advance of the APEC Economic Leaders' Meeting in regards to this initiative to jointly work out the arrangements with member economies.

## **8. MINISTERS' INTERVIEWS**

The host should work with the APEC Secretariat to coordinate brief video soundbites by ministers along the margins of ministerial meetings. The soundbites are an opportunity for ministers to directly transmit key messages to external audiences.

The soundbites can be conducted and produced by the APEC Secretariat onsite, and disseminated to member economies and the media for use. This process has been proven to work at the Ministers Responsible for Trade Meeting and APEC Ministerial Meeting.

Member economy liaisons to the APEC Secretariat should help to coordinate these interviews.

## **9. INTERNATIONAL MEDIA CENTER**

The International Media Center, or IMC, is the media and communications epicentre during the APEC Economic Leaders' Week.

The IMC should contain facilities and services required for as many as several thousand media representatives to undertake their work in a comfortable and safe environment.

The IMC captures raw vision from events, synchronizes media pools observing them, arranges live crosses with newsrooms around the world and ensures that media information about APEC is delivered globally.

The IMC should field an International Broadcast Centre (IBC), with a fully equipped Master Control Room (MCR) to capture raw video feeds from relevant areas and distribute this content through internal feeds, satellite uplink, duplication and an IBC FTP site.

The IMC should provide and coordinate mobile camera teams to provide live high definition video feeds from Leaders' venues, Leaders' transit points, APEC CEO Summit presentations, bilateral meetings, ministerial events, senior officials' meetings, news conferences and other APEC events.

The IMC should moreover produce closed circuit APEC television channels in HD/SD/non-broadcast throughout the IMC and Host Broadcaster terrestrial broadcast. These live IMC broadcast channels should include live raw feeds focused on specific groups of Leaders, and a final mixed feed.

The raw feed channels can be used to replay vision for internal news capture by outlets in the IMC, while the mixed feed can be used by broadcasters for live coverage of major events such as the arrival of Leaders, the opening address by the host Leader and speeches at the APEC CEO Summit.

At the IMC, multiple news conferences facilities should be provided to cater between 100 and 800 journalists—these figures can be adjusted depending on the number of accredited media in attendance.

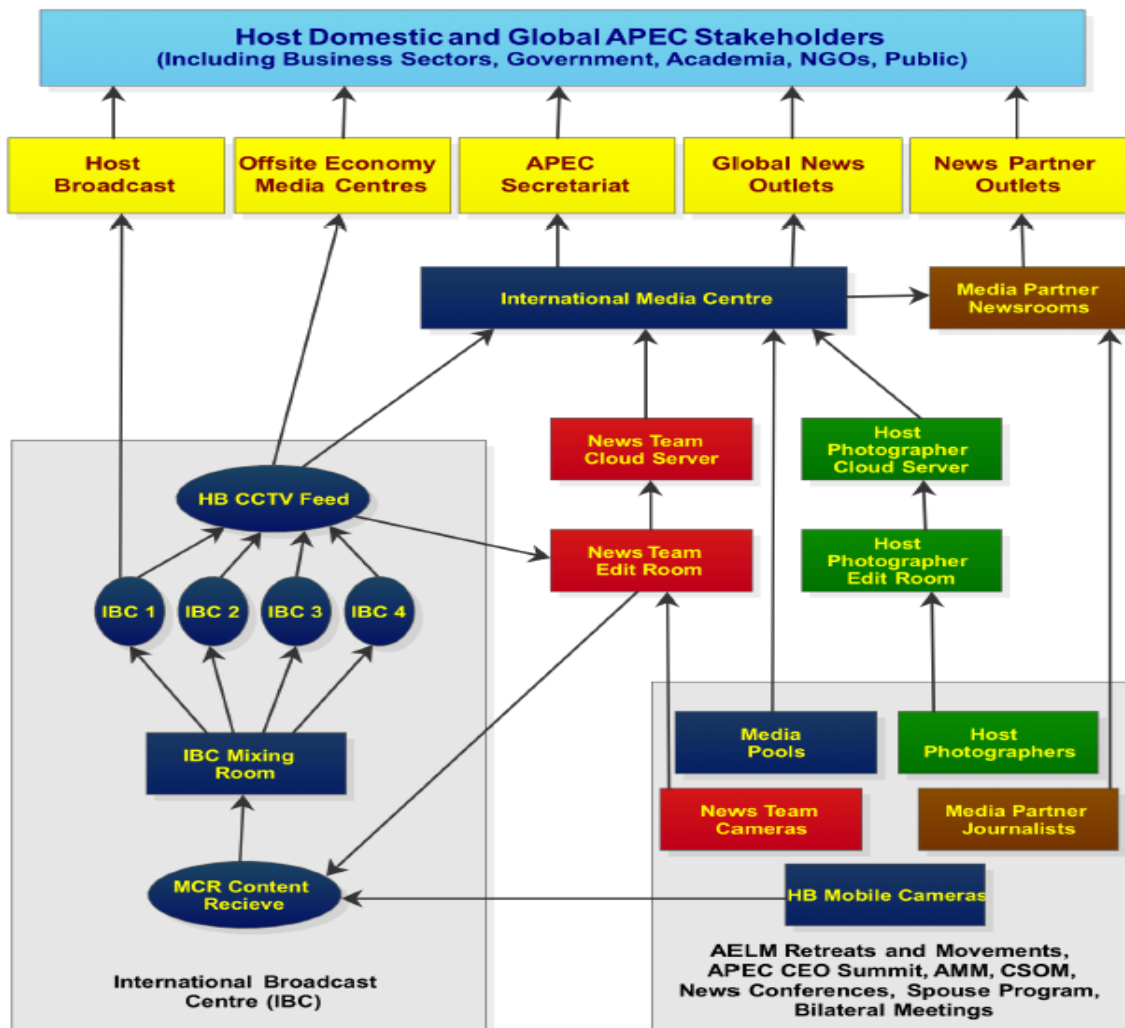
The host should be prepared to coordinate media pools to allocate passes, assemble media representatives, undergo initial security screening and move by foot, vehicle or boat to locations.

Care should be taken to ensure adequate satellite uplink capacity to accommodate media demand on site, and provide pre-paid short links to media centers from other countries at the APEC Economic Leaders' Week venue.

Pre-paid bookings for interview rooms and live stand-up positions used by news organizations should also be coordinated by the host.

The below chart illustrates the flow of activity related to the International Media Center:

**APEC Economic Leaders' Week  
Anticipated Content Relationships**



**9.1 IMC Single Command Center Management**

The IMC should be operated and managed by an onsite central command center. A host media and communications team should be embedded at the command center which oversees all technical issues, personnel and event coordination, and distribution of news and information to ensure the IMC runs smoothly and meets the needs of users in an efficient manner.

The IMC single command center should further accommodate relevant support staff. This includes work space for media and communications representatives from the APEC Secretariat to facilitate seamless exchanges of information, provide trouble-shooting support and coordinate messaging and content output.

## 10. ASSOCIATED APEC EVENT GUIDELINES

APEC is committed to deliver effective communications through various platforms including trademarks, publications, intellectual property, branding and sponsorship. As a registered name and emblem under the World Intellectual Property Organization’s Article 6ter, the APEC Secretariat has an obligation to protect intellectual property and matters pertaining to the brand identity of APEC. Article 6ter of the [Paris Convention](#) protects the flags and emblems of states that are party to the Paris Convention, as well as the names and emblems of international intergovernmental organizations (IGOs) against unauthorized registration and use as trademarks. The following guidelines aim to provide a clear set of protocols when dealing with APEC associated events that cover the above-mentioned areas.

### 10.1 Intellectual Property

In view of the registration with WIPO, the APEC Secretariat is the owner of APEC’s Intellectual Property, just as it is the owner of other assets. The APEC Secretariat is the owner of APEC’s Intellectual Property, just as it is the owner of other assets. APEC’s Intellectual Property covers the areas of trademarks, copyright and confidential information. These refer to APEC’s Intellectual Property, and does not apply to Intellectual Property owned by an Economy. This policy applies only to APEC’s own Intellectual Property. That is, Intellectual Property that is owned by APEC itself.

### 10.2 Trademarks

A trademark is a name or designation that identifies a product or service. APEC Secretariat owns the following trademarks:

- The following logo:



- The name: “Asia-Pacific Economic Cooperation”
- The acronym: “APEC”
- and all variants of the foregoing.

Building a successful identity for APEC depends upon the consistency with which the Logo is implemented. Incorrect uses of the Logo, however slight, will reduce the overall impact of the identity.

The APEC logo should be bigger, if not the same size as host or event logo. The logo should be placed on the left of host or event logo and one globe away from the host or event logo. In the case where there are sponsors involved, both the APEC logo and event logo should be placed above the sponsors’ logo with the latter aligned to the left.

### 10.3 Copyright

The APEC Secretariat will hold the copyright for APEC publications produced under APEC associated events – this includes both APEC-funded and self-funded projects. APEC is to be credited if anyone

wants to quote any part of an APEC publication, including digital materials such as APEC-owned videos and photographs. The APEC Secretariat will take appropriate steps to protect and strengthen its rights to decide how work produced by APEC associated events will be published, including its copyright in such materials.

#### **10.4 Tagline**

APEC's tagline - *Advancing Free Trade for Asia-Pacific Prosperity* - is used in conjunction with the APEC Logo. The APEC tagline guidelines and artwork can be downloaded at:

[www.apec.org/apec/about\\_apec/apec\\_trade\\_marks.html#tagline](http://www.apec.org/apec/about_apec/apec_trade_marks.html#tagline)

#### **10.5 Branding**

Sponsorship for an APEC Event ('Event') can be beneficial. Benefit can be realised from assistance in defraying the cost of an Event, where the Sponsorship involves sponsorship monies, or in kind services which would otherwise have had to be paid for. Benefit can also be realised by participants at an Event receiving products or services that are useful to them. Nevertheless, a determination must be made on each occasion about:

- Whether or not to have Sponsorship
- The form of any Sponsorship
- The identity of any Sponsor
- The benefits of the Sponsorship
- The obligations upon APEC arising from the Sponsorship
- Any risks associated with the Sponsorship.
- Protecting the integrity of the APEC process, preserving the dignity of APEC Leaders and Ministers as well as ensuring that there is no undue influence.

That determination will be made by the responsible APEC officer, taking into account the recommendations of the Event's Lead Shepherd / Chair.

#### **10.6 Principles for Making a Determination**

Hosts of APEC-associated events should follow these principles:

*Principle 1: Identity of Sponsor*

The Sponsor must be a responsible and reputable organisation whose name and identity would enhance the Sponsored Event.

*Principle 2: APEC's reputation and standing*

The Sponsorship should enhance the public image of APEC, and its reputation and standing. There should not be any risk to APEC's reputation and standing arising from the Sponsor's identity, the identity of its affiliates, or the Sponsorship.

*Principle 3: No conflict of interest*

There should not be any conflict of interest, nor any perceived conflict of interest between the Sponsor and APEC.

*Principle 4: Benefit of Sponsorship*

The specific sponsorship that is proposed, including monies, in kind services etc, should benefit APEC and the Sponsored Event.

*Principle 5: Appropriateness of Obligations*

The specific obligations that APEC will have as a result of the Sponsorship need to be assessed, including by reference to the following:

- Is it within the Hosts' and APEC's power and capability to carry out those obligations?
- Will the Host have the resources to carry out those obligations?
- What are the risks, if any, to APEC and the Host in relation to those obligations, and how are they assessed?

*Principle 6: No favouritism*

The Host must not favour a Sponsor in a particular industry sector to the exclusion of its competitors, but will use reasonable efforts to offer the opportunity to sponsor fairly without favouritism.

*Principle 7: A Business Approach*

The Host will apply a business approach to offering sponsorship opportunities, and to the negotiation of the commercial terms of sponsorship. The sponsorship benefits to be received by the Sponsor should correspond with the level of benefit which is received by APEC from the Sponsor.

*Principle 8: No license of APEC Trade Mark and logo*

A sponsorship being an arrangement by which a Sponsor sponsors the APEC-associated event, the Sponsor usually licenses the Host to use the Sponsor's trade mark in association with the sponsored Event. APEC does not grant a license of APEC's own trade mark and logo to a Sponsor.

## **10.7 Use of APEC Brand for Co-organised Events**

APEC associated events event organizers should seek permission from the host economy, relevant APEC forum or the APEC Secretariat and work collaboratively with these groups to mobilize resources. The Parties intend to consider ways to (i) share knowledge, ideas and expertise, (ii) collaborate on organization and execution of organized programs, dissemination of news, (iii) collaborate to engage in dialogue with stakeholders and others interested in the activities undertaken, and (iv) periodically evaluate the effectiveness of the collaboration.

In order to protect the brands of APEC and the APEC associated events, both APEC and the co-organizers will need to adhere to the copyright laws. A trademark licence agreement is required to be endorsed by both parties to ensure abidance. The APEC logo should only be used, under the strict control of the Host Economy and APEC Secretariat in connection with events organized or held by public organizations or bodies, and which are related or associated with the APEC meetings under the license of the trademark, granted by the APEC Secretariat to the Host Economy.

The APEC Logo must be surrounded by a minimum clear space to ensure maximum visibility and legibility. No text or graphic elements should appear within this perimeter. The proportion for the Logo and minimum clear space should never be altered in any application. [Guidelines](#) covering the technical specifications and the uses of the APEC Logo can be downloaded from the APEC website.

## **11. SPONSORSHIP OF HOST ECONOMY**

Where a Host Economy proposes to receive Sponsorship, this is wholly a matter for the Host Economy to determine. The Host Economy determines:

- Whether to accept Sponsorship

- The identity of the Sponsor
- Its own risk assessment relating to the Sponsorship
- The negotiation of the Sponsorship terms and conditions
- The contents of the Sponsorship Agreement between the Host Economy and the Sponsor.

A Host Economy may, if it chooses to do so, have regard to this Policy, and the Sponsorship Guidelines, in relation to its own receipt of Sponsorship. A Host Economy may employ the template [Sponsorship Agreement](#). A Host Economy must decide for itself the appropriateness or otherwise, of this Policy, the Sponsorship Guidelines, and the template Sponsorship Agreement and template Sponsorship Letter. APEC accepts no liability for the use by a Host Economy of this Policy, the Sponsorship Guidelines, and the template Sponsorship Agreement and template Sponsorship Letter.

## **12. THEME**

The Host Economy sets the theme for the year, which is aligned to APEC's primary objective. This is to ensure that the focus and priorities of meetings and events are in accordance to APEC's priorities; to support sustainable economic growth and prosperity in the Asia-Pacific region. To ensure this, a consultation process is required between the organizer, Host Economy and the APEC Secretariat to ensure that the APEC associated event is delivered responsibly and productively, in accordance to the branding requirements of the parties involved.

## **13. PUBLICATIONS PRODUCTION**

All APEC associated events' publications must adhere to:

- **APEC Logo Guidelines;**
- **[APEC Publication Guidelines](#); and**
- **APEC style and nomenclature requirements.**

#### 14. CONFIDENTIALITY OF CONTENT OF APEC MEETINGS

APEC operates by consensus and it needs space to consider and debate issues to develop consensus. For the deliberative process to function optimally, it is necessary to safeguard the free and candid exchange of ideas.

Therefore, while APEC makes publicly available summary reports and other documents classified for public release by the originating fora, meeting participants are expected to display sensitivity in disclosing information to the public exchanged during the course of its deliberations.

While APEC encourages all meeting participants to preserve the privacy of meeting participants and deliberations, transparency can be facilitated through dissemination of information when there is explicit permission and acknowledgement of all parties concerned.

|  |                               |
|--|-------------------------------|
| <b>Logo and Copyright</b>  |                               |
| APEC Logo Guidelines (Updated January 2013)  | <a href="#">PDF</a> (7 MB)    |
| Use of APEC Trade Marks by Journalists and Press Agencies                                | <a href="#">PDF</a> (17 KB)   |
| APEC Intellectual Property Policy  | <a href="#">PDF</a> (280 KB)  |
| <b>Publications</b>  |                               |
| APEC Logo Guidelines (Updated January 2013)  | <a href="#">PDF</a> (7 MB)    |
| APEC Tagline Guide (Approved by SOM, September 2009)                                     | <a href="#">PDF</a> (2.0 MB)  |
| APEC Publications Guidelines<br>(Approved by BMC in October 2009, updated November 2012) | <a href="#">PDF</a> (750 KB)  |
| APEC Publication Number and Request for ISBN Application Form                            | <a href="#">Word</a> (130 KB) |
| <b>Sponsorship</b>   |                               |
| APEC Sponsorship Policy and Guidelines<br>(Approved by SOM, September 2010)              | <a href="#">PDF</a> (152 KB)  |
| <b>Website</b>   |                               |
| APEC Websites Guidelines (September 2013)  | <a href="#">PDF</a> (1700 KB) |
| APEC Satellite Website Review Request Form   | <a href="#">Word</a> (108 KB) |
| Usage of APEC Photos   | <a href="#">PDF</a> (146 KB)  |
| <b>Social Media</b>  |                               |
| APEC Social Media Guidelines (March 2013)  | <a href="#">PDF</a> (499 KB)  |