Engage all Stakeholders

• Capitalize on the interest and enthusiasm of stakeholders
• Create an open environment for participation
• Embrace a user-centric approach to delivering Global Dossier functions
Communication Goals

• Raise awareness and interest
• Create an on-going dialogue
• Operate in an inclusive and transparent manner
• Obtain buy-in
How To?

• Identify effective communication mechanisms, channels and opportunities
  – eForum – e.g., Idea Scale
  – Industry events
  – IP office events
  – Partnership opportunities (Task Force members, others)

• Build and implement a communication plan leveraging these mechanisms
Decision Points

• Account Registration
  – The site can be configured to either automatically grant access to users requesting accounts or require moderator approval before the user can access the site

• Submitting Content
  – Likewise, the site can be configured to either automatically post and display user submitted content or require moderator approval before the idea/comment is displayed to the community
Decision Points

• Moderators
  – Decision should be made whether we have a single Office handle the moderator duties or assign a moderator in each participating Office

• Translation
  – IdeaScale provides a built-in translation tool but the translation quality is unknown and it adds an additional layer of complexity
Wrap Up

• Go/No Go decision on IdeaScale
• Discussion on Task Force members’ ideas on outreach opportunities and communication plans
• Next steps
Thank You!