



Developing an international media strategy

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Research

- What works where and when
- Understanding the culture/country
- Understanding how the media works in different environments and countries
- IPRA's campaign for media transparency
- Freedom House survey of press freedom

Your objectives and goals

- Rationale for seeking media coverage
- Corporate positioning or student recruitment (or both)
- Building a bank of goodwill
- Set realistic goals within a set timeframe

Resources

- Requires ongoing attention and resources
- Centralised vs localised PR/media relations efforts
- Targeted and country-focused

Strategies

- Use of the web
- Having in-country support
- Aligning your international media activities to your domestic media strategies
- Language challenges
- Localising your news
- Developing other strategic partnerships – bilateral councils, government departments, embassies, consulates

Measuring outcomes/tracking coverage

- Set long-term realistic goals and targets
- Challenges of monitoring the media abroad
- Linking your media activities to your other marketing and communications efforts