



ASEM - Asia-Europe Meeting to address global challenges

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Dear **ASEM Colleague**,

This Communications Guide has been drafted by a communications expert and also includes lessons from our experience of previous ASEM events.

It is designed to help you to mount an effective Media and Visibility campaign for your ASEM event(s).

May I suggest that first you read the “CHECKLIST” section which provides a succinct start-up summary. Thereafter you could use the whole guide to support your visibility programme.

Thank you in advance for your work to increase the visibility and awareness of your ASEM meeting – and thus of Asia-Europe Meetings in general.

Yours sincerely,



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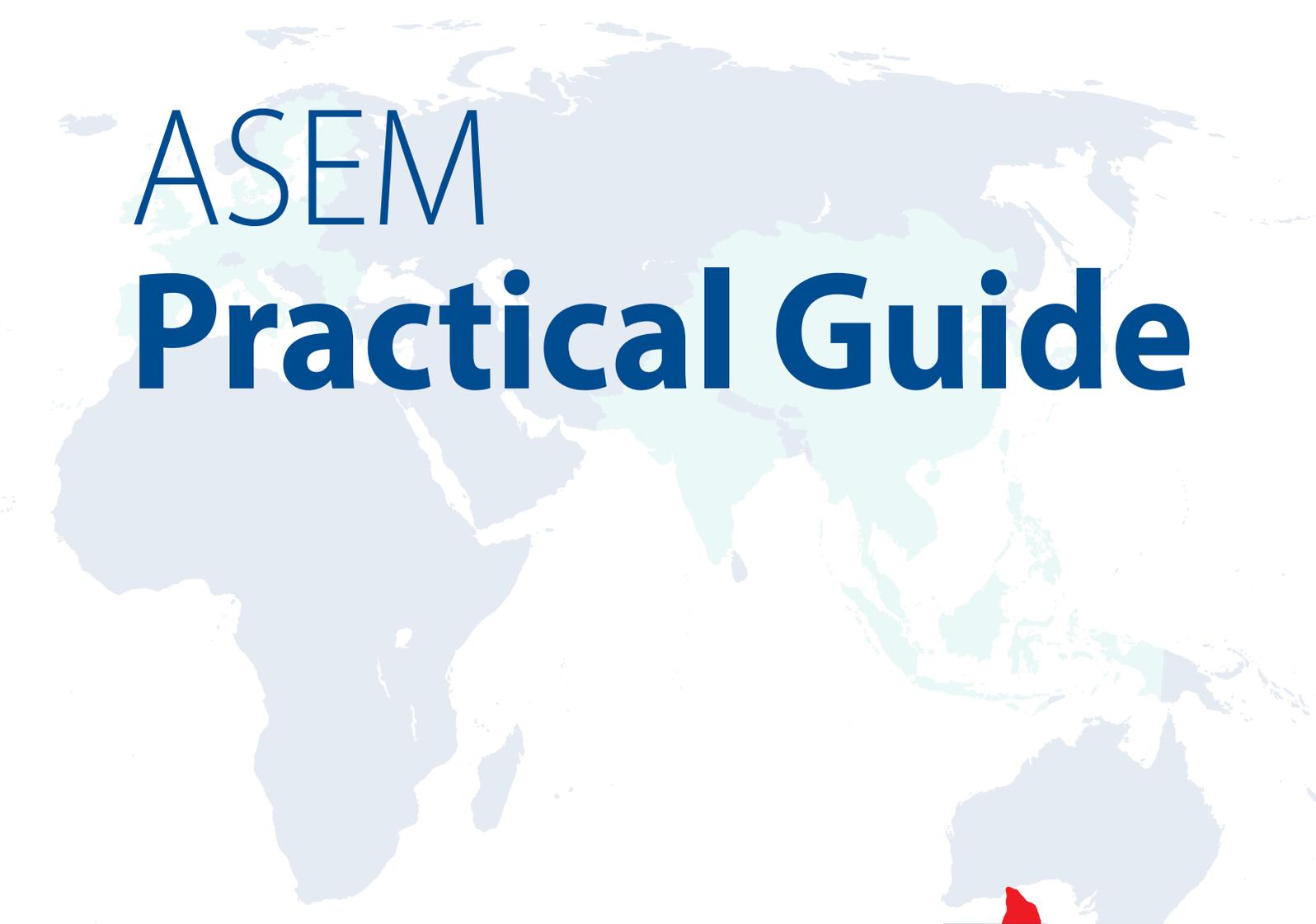
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Quick Start-up Checklist

Activity	When do I start?	When should I have finished the task?
DEFINE YOUR MESSAGE: Understanding the ASEM concept and identifying the message to deliver.		
Know the story: Use the conference documents (concept paper, speakers presentations).	When you start working on your event.	2 months prior to your event.
Understand ASEM concepts and EU visibility requirements.	When you start working on your event.	2 months prior to your event.
TARGET THE RIGHT PEOPLE: Knowing how to segment your audiences so that you deliver the right messages to the right groups of people.		
Organise your database: Create a database. Include the breadth of stakeholders – not only media. Identify media by publication and specialism.	2 months prior to your event.	6 weeks prior to your event.
Using the web: There are wide resources available online. Make use, especially, of the ASEM Infoboard and of the Europa website where you can have details of your event uploaded.	When you start working on your event.	After you have submitted final newsletter and any other relevant materials.
PRODUCING YOUR COMMUNICATION PRODUCTS: Understanding how to add specific event details to generic publications and composing a press release		
Customising ASEM materials: Start creating your customised promotional materials (Posters, Information Pack). You need time to print and distribute.	2 months prior to your event.	Complete your artwork 6 weeks prior to your event to allow enough time for print and delivery.
Composing and distributing your Press Release(s):	2 months prior to your event.	6 weeks prior to your event.
<ul style="list-style-type: none"> Compose an initial outline invitation to the media so that international outlets have adequate time to make travel arrangements. 	2 months prior to your event.	6 weeks prior to your event.
<ul style="list-style-type: none"> 1st press release: announce your event and explain its purpose. Give details press facilities, launch access and Press Briefing and include the invitation to attend. (Have hard copies at the launch event as well) 	6 weeks prior to your event to allow time for approval.	5 days prior to your event once the document is released to your database.
<ul style="list-style-type: none"> Advisory note: Send a reminder to your database close to the event. Repeat details of the media facilities available: camera and interview access; speakers; briefing. 	1 week.	Release 2 days prior to your event.
<ul style="list-style-type: none"> Release on the day. Allow yourself time for clearance. 	2 weeks.	At your event.
ORGANISE MEDIA EVENTS: How to organise a media event such as a Press Conference or a more casual meet-the-press networking evening.		
Choosing the right timing & presentation style: Arrange early-evening cocktail-style event hosted by lead speakers, coffee or lunch event and/or Press Conference/briefing.	2 months prior to your event.	At your media event.
Setting up Interviews: Ensure your ASEM representatives are briefed and happy to talk to the media. Have an interview room available and be able to set up alternative times for interviews if necessary. You may need a separate area for broadcast interviews.	6 weeks prior to your event.	At your event. You will get last-minute requests for interviews during or after the event.
Logistics: facilitate the venue of journalists, book the rooms, check the equipments and set up your desk.	2 months prior to your event.	At your event.
FOLLOW UP AFTER THE MEETING: Remaining tasks as the event closes.		
Newsletter: Now is the time to complete your Newsletter with details, pictures and background stories on the event and its achievements. Send it to all of the representatives who attended and to the media database.	As the event ends.	Once dispatched.
Monitoring: You need to monitor your coverage and collate it. You can get help from the European Monitoring System, from local EC Delegation monitoring or through a commercial monitoring agency. Classifying and collating media and other stakeholder interest.	When your event is over.	4-6 weeks after closure of the event.



ASEM

Practical Guide



Asia-Europe Meeting

Introduction

Understanding the resources at your disposal and organising your timeline.

Enhancing the communication around ASEM events is crucial.

The current low public and media awareness of ASEM is not simply a failure by the media, it is the result of the difficulty to promote an informal process and of the present fragmented approach regarding communication activities. There is a clear need to create a sustainable presence of ASEM by spreading the message in a consistent and common way.

The media today is everywhere. Generally, the media's interest is in building and maintaining the loyalty of readers/viewers. Its driver, therefore, is to carry interesting material. Tap effectively into those markets and you can secure a lot of coverage for ASEM. The skill is in working out just who wants what and in what kind of format or package.

To attract the interest of the media but of a range of other stakeholders too, we have developed a set of communication tools (posters, banners, information pack) among which this visibility toolkit. **This Guide's purpose is to help you complete the basic tasks involved in mounting a visibility campaign** for an ASEM event.

Whether or not you are experienced with communication activities, and whether you have additional help available, the Guide will make your work more efficient and effective as well as easier to manage. We have tried to structure it in a straightforward and logical way that is easy to follow and encourages you to create realistic and realisable outputs within your timescale.

This Guide will enable ASEM to have a clearer and more consistent approach and to move visibility and communication forward.

Keep these key points in your mind:

- Planning is crucial to winning maximum overall visibility for all the ASEM stakeholders. Make sure you fill out a clear timeline and schedule of tasks using the Checklist on page 5. Never forget that acquiring approval of some steps may take longer than you anticipate.
- Ensure that the EC Delegation and the relevant personnel at headquarters know exactly what you are doing. A bilateral meeting with the relevant person at the EuropeAid Cooperation office may be needed to clarify for each step relevant contact point and timescales, as well as specific EC requirements.
- Target the right audience(s) for your event. These will include not only media but other interested groupings such as civil society organisations, host government departments and information offices, academics and relevant professional associations.
- Ensure the information you provide is factually accurate, up-to-date and always provide clear contact details.

Define Your Message

Understanding the ASEM concept and identifying the message to deliver.

Activity	When do I start?	When should I have finished the task?
Know the story: Use the conference documents (concept paper, speakers presentations).	When you start working on your event.	2 months prior to your event.
Understand ASEM concepts and EU visibility requirements.	When you start working on your event.	2 months prior to your event.

At the core of an effective media campaign lie the key messages. Newspapers, broadcasters and other outlets need those messages to be quickly absorbed and easy to read.

You have to **clearly identify the message** that you want to deliver to the media. You need to **know whom you are addressing** and **why this event is of interest** to them or how it can be incorporated in their publications. To do this you have to know exactly what you want to say while keeping in mind the purpose of ASEM as well as the EU strategy.

Know the story

Climate Change isn't a story. Renewable energy isn't a story. Closer to home, the Asia-Europe Meeting isn't itself a story. These big concepts are not going to make the front pages of any newspaper or the top of a broadcast agenda.

Now let's look more closely at Climate Change. The influential scientific journal, New Scientist, ran a story headed: *Even Antarctica is now Feeling the Heat of Climate Change*. The first few lines of the story read: *It's official: there is nowhere left to hide from global warming*. The notion that Antarctica is the last continent not to be heating up because of climate change is dead, according to a new study.

The story hit the television headlines across the globe and ran in major newspapers in virtually every country. Why? The general subject matter is topical but the new development makes it suddenly newsworthy. There's a scientific study proving something definitive and it has the backing of a highly influential publication.

You can see **the difference between a general theme and a real story**. You need the latter to leverage the former.

Look at all the documents you have for your event. At this stage you should have the final agenda, a list of speakers and details of breakout groups or panel discussions.

Hopefully, you will be able to find several different stories running through your event. In this way, you can field different speakers to different media and increase your rate of coverage by getting several different ideas in front of your contacts.

Make the stories specific, target them to the right people and be prepared to change and amend the ideas so as to better fit the outlet you are offering it to.

Always think about the 'who, what, where, when, why?' of your storyline. **Who** is saying **what**, **where** are they commenting, **when**, and **why** does it matter?

ASEM key messages

Creating a strong, solid, confident identity and ensuring that key messages remain consistent is important for achieving sustainable visibility for ASEM.

By familiarising yourself with these message, you will be better equipped to respond when journalists and others address questions to you. You will also be able to add supplementary information that may heighten media interest.

Make sure you are **familiar with these key ASEM messages** and that any interviewees you field are too.

See http://ec.europa.eu/external_relations/asem/index_en.htm

What is ASEM?

- **ASEM is a vital forum for dialogue between Europe and Asia:** ASEM has been the main multilateral channel for communication between the two regions through sustained dialogue since 1996. As one of the four “coordinators” of ASEM, the European Commission underpins the process, notably through ASEM Dialogue Facility funds.
- **ASEM involves virtually the whole of Asia and Europe:** The 7th ASEM Summit in Beijing, October 2008 admitted six new members bringing the membership up to 45 partners, together representing half of the world’s GDP, almost 60% of the world’s population and 60% of global trade.
- **ASEM’s forward-looking agenda is set in biennial Summits:** Overall direction is given by ASEM government leaders meeting at Summits every two years - alternating between European and Asian locations. The most recent 7th ASEM Summit in Beijing, October 2008, allowed dialogue on how to deal with the global financial and economic crisis, energy security, sustainable development and climate change. The next 8th ASEM Summit will be in Brussels in October 2010 hosted by Belgium and will have the theme “Improving the Quality of Life”.
- **ASEM is a continual dialogue between Asian and European governments:** In the intervening two years - between Summits – many intergovernmental ASEM meetings maintain the momentum of Asia Europe-dialogue on all issues of mutual interest to the partners. ASEM is informal and multi-sectoral - flexible and thus able to address the new global issues and challenges arising from globalisation.
- **ASEM brings together educators and researchers:** One key achievement of ASEM is the Trans-Eurasia Information Network (TEIN) the first large-scale research and education network connecting regional researchers in Asia with their counterparts in Europe. Over 60 million users now have access to improved internet network performance providing mutually beneficial global research collaboration.
- **ASEM brings together other non-governmental stakeholders:** lawmakers, businesses and civil society groups, parliamentarians and the business community meet at the Asia Europe People Forum, Asia- Europe Parliamentary Partnership and Asia-Europe Business Forum held every two years alongside ASEM Summits.
- **ASEM brings together the peoples of Europe and Asia:** The Singapore based Asia-Europe Foundation (ASEF) funded by ASEM partners promotes understanding and collaboration between the peoples of Asia and Europe through cultural, intellectual and people-to-people exchanges. The outreach to civil society and the wider public undertaken by ASEF complements the official ASEM dialogues, and the ASEM InfoBoard internet site managed by ASEF provides transparency on the ASEM programme.

EU Visibility Strategy

Your task, in taking on the responsibility of outreach to the media, is firstly to help raise the public profile of ASEM and its key messages but don't forget that this will **always be in the context of the European Commission and the EU as a whole.**

You should always take into account that in promoting the interests of ASEM you are simultaneously promoting the interests of the wider EU. You need to remain aware of the fact that what you say about ASEM needs to fit with the wider policies of the Union.

Useful guidance on just how it applies when undertaking any external action (logo, disclaimer, etc.) is available from the Communication and Visibility Manual for EU External Actions: http://ec.europa.eu/europeaid/work/visibility/index_en.htm

Do not forget to put the **EU logo** in your publications, to add a **disclaimer** if necessary as well as to communicate that the ASEM Dialogue Facility is an **EU funded project.**

Target The **Right People**

Knowing how to segment your audiences so that you deliver the right messages to the right groups of people.

Activity	When do I start?	When should I have finished the task?
Organise your database: Create a database. Include the breadth of stakeholders – not only media. Identify media by publication and specialism.	2 months prior to your event.	6 weeks prior to your event.
Using the web: There are wide resources available online. Make use, especially, of the ASEM Infoboard and of the Europa website where you can have details of your event uploaded.	When you start working on your event.	After you have submitted final newsletter and any other relevant materials.

Organise your database

You need to identify **the people to whom you wish to dispatch information**. Beyond the **media**, there are of course other **stakeholders** interested in what events ASEM is running and what impact these might have on Asia-Europe relationships and joint projects. There will be academics, lobbying bodies such as professional and trade organisations, trades unions and others who can help you to generate ongoing profile and interest in what ASEM is doing.

Many sources of information may be compiled for the creation of your own database:

- The EC has a subscription for one year to the **Willings online international media guide** which provides detailed and up-to-date information. Here, you will be able to find contact details of newspapers, magazines, specialist journals, miscellaneous publications, broadcasters (satellite and terrestrial) with email, phone, fax and postal address information on editors, news desks, and specialist correspondents.
- You can also access the **ASEM media database**. This inclusive database of global media and other stakeholder contacts contains more than 500 names, addresses, email, phone etc contacts with a potential interest in ASEM events. These contacts are classified by region, specialism and media type.
- Finally, ask your **Press and Information officers** at headquarters and in EC Delegations for help. They will have their own list of media contacts and may agree to send your release to them. However, this list is likely to be general and so may not include journalists with an interest in specific themes. Ask also for the updated list of ASEM contact points.

Use the web

To reach a larger audience, you will also need to exploit online opportunities. Many ASEM related sites may relay information around your ASEM event:

ASEM Infoboard

(www.aseminfoboard.org)

This site is managed by ASEF (Asia-Europe Foundation) and carries details of forthcoming events and access to various publications. Send details to: admin@aseminfoboard.org

DG RELEX ASEM webpage

(http://ec.europa.eu/external_relations/asem/index_en.htm)

EuropeAid ASEM webpage

(http://ec.europa.eu/europeaid/where/asia/regional-cooperation/support-regional-integration/asem_en.htm)

Get information on forthcoming events uploaded as early as you can, then follow up with appropriate additional material such as: Press Releases, Press Conferences/invitations, new features/brochures, photography, newsletter, final media-focussed round-up of the event and its achievements, the Chairman's statement.

We live in an electronic world so exploit the use of the web at every opportunity but make sure what you say is **easy to read** and can be absorbed **quickly**.

Producing Your Communication Products

Understanding how to add specific event details to generic publications and composing a press release.

Activity	When do I start?	When should I have finished the task?
Customising ASEM materials: Start creating your customised promotional materials (Posters, Information Pack). You need time to print and distribute.	2 months prior to your event.	Complete your artwork 6 weeks prior to your event to allow enough time for print and delivery.
Composing and distributing your Press Release(s):		
<ul style="list-style-type: none"> • Compose an initial outline invitation to the media so that international outlets have adequate time to make travel arrangements. 	2 months prior to your event.	6 weeks prior to your event.
<ul style="list-style-type: none"> • 1st press release: announce your event and explain its purpose. Give details press facilities, launch access and Press Briefing and include the invitation to attend. (Have hard copies at the launch event as well.) 	6 weeks prior to your event to allow time for approval.	5 days prior to your event once the document is released to your database.
<ul style="list-style-type: none"> • Advisory note: Send a reminder to your database close to the event. Repeat details of the media facilities available: camera and interview access; speakers; briefing. 	1 week.	Release 2 days prior to your event.
<ul style="list-style-type: none"> • Release on the day. Allow yourself time for clearance. 	2 weeks.	At your event.

Customising ASEM materials

When organising an effective promotional campaign for a forthcoming ASEM event, it is important that you maintain the consistency of our design structure. The developed visual designs are detailed within the *Style Guide*.

To make this easier for you, we have provided generic ASEM promotional tools. You can create your own ASEM publications by customising them to meet the needs of your event.

ASEM tools at your disposal

Promotional goods

We have produced ASEM conference bags and USB sticks which can be distributed to both media and delegates.

ASEM leaflets

A general leaflet about ASEM, its history and achievements, is available on request and as a download from: http://ec.europa.eu/external_relations/asem/docs/leaflet_0309_en.pdf



Leaflet

Pull-up banners

There are two general ASEM pull-up banners available on request. These measure 1000 mm by 2397 mm when pulled up and have their own independent mechanism for positioning.

Their design means they fit neatly into a protective tubing and so are easy to transport.

ASEM display stand

There are substantial, curved display stands that promote ASEM's mission and achievements. These can be made available for various major events.

ASEM Information Pack

ASEM has its own glossy card insert folders which can be used as both press and delegate packs. You can arrange printing of your own version, adding event title, venue and dates to the front panel. You will need the original design files as detailed below to do this.

In this folder, you can insert all the relevant documents such as agenda, ASEM leaflet, and concept paper.

Poster

There is a general poster illustrating ASEM's work. The ASEM poster available on request can also be over-printed with your event's title, date and venue. A professional printer will be able to add new text.

Generic brochure

There is a template formatted to meet the needs of most kinds of additional documents you may need to produce such as an agenda or a background study. You can also fill in the event title, venue and dates.

Conference Badges

You can create your own badges using the template provided. This simple design has been produced so that it can be printed by ordinary laser printer onto light card and each badge can then be inserted in a standard-sized clear plastic badge holder. These are available world-wide online or from local stationers at minimal cost.

Word Document

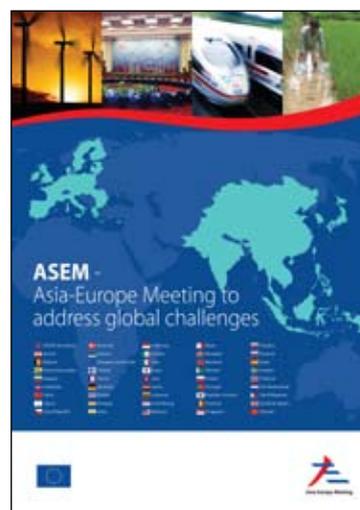
There is a template available for your Word document such as the concept paper and the agenda of your event.



Pull-up banners



Information Pack



Poster

Most of these items are available as a download from the Europa Portal. Certain items (leaflet, banner, stand parapluije and posters) are available on request.

How to customise them?

The materials are available in a template format that allows you to add event details such as title, date, and venue. For some of the tools, you will need to have the original artwork files to ensure good quality print; for others you can use an ordinary laser printer. You will find more details in the *Style Guide*.

To add this kind of material to the templates, **you need to be able to edit .pdf files**. There are a number of software packages available in the European Commission, such as Adobe Acrobat, that allow you to do this.

EC task managers can also ask for the **assistance of OIB** (EC Office for infrastructure and logistics) for the customisation of these documents. They have the required software to edit .pdf files and professional graphic designers. They can also print your document for free. Please contact directly their functional mailbox: OIB-OS1-REPRODUCTION-DOCUMENTS.

Whatever option you choose, be very careful to ensure that the changes you make are **fully checked and proofed**: It is very easy to fail to notice a misspelling or a change of dates.

Composing and distributing your Press Release

Composing a Press Release

The media is inundated with Press Releases so making yours stand out demands particular skills. If you are not familiar with this kind of composition, please use the guidance below.

Always remember that the **important information has to come first**. Your information should be composed in a descending order with the vital points in the first few lines or 'chapeau.' The ideal structure is the following:

- **Headline:** The headline should be short (maximum two lines), catchy and easy to translate (avoid expressions that are too country-specific). Most importantly, it should summarise the main point of the story. Write in the active voice, explaining who is doing what and why it is new and interesting. Avoid opening with figures and type in lower case. For email releases, the subject title is equally crucial.
- **'Chapeau' or Introduction:** The summary of your key points is placed immediately below the headline in bold italics. Here are the key messages and the 'who, what, where, why and when', including why there is a European aspect.
- **The quote:** Short, memorable, to the point and with a news dimension. No more than a couple of sentences with clear, well-positioned message(s) from the lead European and Asian speakers. Focus on the significance of the event.
- **Body text:** Expand on the background and reasons for the event but keep to short sentences straightforwardly constructed and in logical order. Spell out in full any acronyms with the first usage and keep them to a minimum.
- **Notes to editors:** Keep background information out of the main press release and include it instead on a backsheet. This is where to provide graphs/data and a historical perspective on ASEM to date. Most Press Releases are dispersed electronically so adding live links for relevant sites is worthwhile.
- **Contact:** The vital information on who to talk to for more information.

The **Release Date** is normally the day of dispatch but could be under embargo until, for example, a speech is delivered. In this event, mark clearly:
EMBARGO: NOT FOR PUBLICATION UNTIL [time/date].

Reporters and editors receive; on average; at least 200 email press releases every day. The **quality of your subject title and first two lines of text** will determine whether yours gets read.

Distributing your Press Release

Clearance needs to be provided before publication/distribution of your press release. If your event is high-level, RELEX may be interested to publish your press release on the Europa website. In that case ensure that the press service has your draft at least 10 days before you want it published. Press Releases sent by RELEX will be available to an extensive list of media outlets.

In the nature of ASEM's wide geographical remit, most of your releases will go by email or fax, although you may wish to post or courier a few locally. Keep some spare copies to hand out at Press Conferences/ events and ensure that you have the recipient's correct email address.

Time it to arrive five days before your event.

Paste the release into the main email (you can include it as an attachment as well) and remember to check that the contact details are clear.

You can add additional documents to your email such as Photographs that are interesting and to the point can help you secure coverage.

Follow-up

Having sent out the press releases, you will already have identified your main targets in the media. As far as resources and time allow, try to **follow up** at least the major outlets with a phone call. Check that the press release has been received and whether you can offer any other input such as arranging an interview with a lead speaker.

Remember to send out an **advisory note** three days after your primary press release so as to remind media of available facilities, timing, accreditation etc.

Organise **Media Events**

How to organise a media event such as a Press Conference or a more casual meet-the-press networking evening.

Activity	When do I start?	When should I have finished the task?
Choosing the right timing & presentation style: Arrange early-evening cocktail-style event hosted by lead speakers, coffee or lunch event and/or Press Conference/briefing.	2 months prior to your event.	At your media event.
Setting up Interviews: Ensure your ASEM representatives are briefed and happy to talk to the media. Have an interview room available and be able to set up alternative times for interviews if necessary. You may need a separate area for broadcast interviews.	6 weeks prior to your event.	At your event. You will get last-minute requests for interviews during or after the event.
Logistics: facilitate the venue of journalists, book the rooms, check the equipments and set up your desk.	2 months prior to your event.	At your event.

Choosing the right timing & presentation style

Press Conference/briefing

A Press Conference is the classic way to get journalists together. There are variations on exactly what kind of event you can organise.

You might select an **early evening ‘cocktail hour’** kind of event where your speakers can mingle informally with the media over a few drinks from 5.30 to 7pm. This solution can work well – timing is often suitable for both your speakers/delegates and the media and the style of event allows for a certain amount of friendly networking.

Alternatively, you might prefer a **more formal presentation** event where your main speaker addresses the media from a podium and probably takes some questions. These events are normally arranged in the morning between 10am and noon.

A useful addition is to organise an **Editors’ Lunch event** where you field perhaps three speakers among a dozen or so journalists over a networking lunch. Run this about a week before your event.

Most ASEM conferences end with a **final press briefing** at which a Chairman’s statement is usually presented and opportunity given for media to question some or all of the main speakers.

One approach need not rule out another event but each will take a good deal of organisation, some funds and time to ensure a positive outcome.

Photography

Depending upon the size and scale of your event, you may wish to **mount one or several photo opportunities** for your lead speakers.

As a minimum, you will need to have at least one such opportunity tied into your media event, offering the

opportunity to the media to get pictures of your main speakers and host country leaders. You should add the information for this event to the end of your Press Release, saying, for example: PHOTOCALL AT 10 AM, PRIOR TO THE PRESS CONFERENCE. SPEAKERS AND OFFICIALS WILL BE AVAILABLE.

Have details of name/position for everyone pictured but be mindful of security considerations when working with very senior figures or at controversial events.

How people look in photographs and on TV matters, especially in one-to-one interviews. **Be selective.** Seek out the best candidates.

Setting up Interviews

Select your media interviewees carefully. Make sure they are **well informed on background information** and that they will be able to field any difficult questions. These people need to have an assured, confident style of speech that will project their credibility and will mean they deliver well on camera (they look at the interviewer, don't wave their hands around too much, stick to the point and do not pepper their speech with 'Ummm...' and 'Er...').

You will need to liaise with the appropriate event organisers and local EC Delegation staff so as to work out the best interviewees and align your arrangements to their availability.

Hopefully, your resources allow you more than one prospective interviewee. These guidelines for interviewees will apply to whomsoever you put forward and whether the interview is for broadcast, newspaper or other publication:

- **Start with a goal:** Approach all media interviews with a game plan and the key ASEM messages in mind. Planning ahead – being prepared – is the key to a successful interview. Develop your main objectives with one or two core messages to convey.
- **Take control of the interview:** Work your key messages into the interview early on so that what follows will take the route you want. Answer questions but keep steering the interview back to the messages you want to project.
- **Understand the media outlet:** Educate yourself in advance about the outlet conducting the interview. Know the kind of stance they tend to follow by reading the publication or watching/listening to programmes. Sometimes you can find out how the interview is likely to focus and you can ask whether the outlet is talking to anyone else on the same topic but many outlets will not be willing to tell you very much. Outlets in different countries tend to respond in different ways.
- **Anticipate questions and prepare answers in advance:** Compile a list of the areas most likely to surface and develop your responses. You can also use this list as a 'tip sheet' for the interviewer – it saves them research effort and helps you to get the questions you want.
- **Be a credible spokesperson:** Don't be led on to giving opinions on areas that are not within your expertise. Talk about what you've experienced firsthand through ASEM and give the facts that prove what you're saying. Have a few key statistics ready but don't overwhelm with information.
- **Real people:** Remember that the interviewer is speaking on behalf of your wider audience, so as interviewee, you should speak with an awareness that you are not trying to address that audience beyond the camera but rather this one individual who is acting as facilitator. Avoid jargon and acronyms and never, ever read from a document during an interview. Keep good eye contact
- **Presentation:** For TV, keep your clothing simple and avoid anything very garish, loud or with over-bright contrasts, stripes or spots. Men are best in plain, dark suits with a pastel coloured shirt and muted tie (a white shirt can be too harsh). They should cross their legs at the knee, not the ankle. Women are better shifting both legs to one side. Sit slightly forward so as to look alert and interested and avoid having your hair across your face. Look at the interviewer or the camera lens (you will be guided on where to direct your eyes) as you would look at a friend to whom you were speaking. Keep your hands folded on your lap, one over the other, but not clasped tight or crossed over the chest.
- **Biographical support:** You need to provide a brief one-page biography for your interviewer detailing your name, exactly what your designation is and why you are qualified to speak about ASEM. This helps to avoid mistakes later on.

Logistics

Invitations and accreditations

It is accepted practice for the media to **receive an invitation** within a Press Release. It is especially valuable if you can distribute invitations two weeks in advance of a major event so as to allow time to plan travel/accommodation and newsroom schedules. You can then follow up with the introductory Press Release and a reminder of the invitation (venue/date/time) to the Press Event.

Accreditation requires attention both for security reasons and so as to avoid problems for speakers at your event.

Transport and accommodation

Where resources allow it, provision of transport to/from a press event and of accommodation for the duration of that event, may enhance your visibility profile. Paying for taxis to collect and return guests at your event may well be worthwhile and the cost of an overnight or two at a hotel will not be so very large.

There is **no fixed rule** on this – there are those who support the concept and others who reject it – but if you feel it is justified and will create a pay-off in terms of coverage, then it is certainly worth considering.

Do not neglect Freelance reporters/photographers. The fact that they can and do sell their copy to more than one outlet is good (and cost-effective publicity) for ASEM.

At the Press Event

Good planning is important for a smooth-running event. **The style of event will dictate just how you present it.** An informal meet-and-greet early evening event will naturally lead to mingling and chatter while a formal presentation will require more preparations.

- Ensure that your **facilities meet your needs**. You need a suitable venue. There may be one tied into your main event. If not, a central hotel or conference centre is usually a good choice. You need to have a big room for the press conference/briefing and it is practical to have a second, smaller room available for one-to-one interviews and in which broadcasters can record without interruption.
- **Arrange the rooms** at your disposal. Have your accreditation desk prominently on view at the entrance so as to check arrivals and, if necessary, take new details from unregistered visitors and supply name badges. In the main room you can place a podium and suitable background (exhibition panels for the event, the host logo and the EU flag) behind the speaker. If you have included a photocall as part of your event, have a designated area and time for it so as to avoid confusion.
- Check out what facilities are available in terms of sound and visual **equipment** and that you have supplies of Press Releases, Press Packs with background information and relevant Photography on disc if possible. Record (audio) the speaker(s) and get a transcription if you can. This is a useful back-up, especially if the speaker makes any changes to his/her original text. Journalists may ask you for a copy of the speech 'as delivered' so as to ensure that quotations are correct.
- Finally, you will need to book some **catering services** – at least tea and coffee and perhaps a buffet and/or alcoholic/soft drinks.

The best way to build your own media contacts is through talking to people at events like this. Encourage your speakers to talk to the visiting journalists; introduce them to one another and move on so as to repeat your actions elsewhere. This **networking** among the media sets the seeds for future interaction and builds your own reputation as someone who can be relied upon to help journalists trying to get a story or a picture.

However, you should never forget that anything you say can be used by that journalist, so be cautious expressing your personal opinions or claiming to speak officially for any part of ASEM. Although the general guideline is that one speaks 'off the record' in this sort of situation, it is sensible not to run the risk of being quoted by name.

Be careful to ensure that **all of the essential logistics are in place**; that you have your Information Packs made up; someone to guide journalists into the correct room etc.

Follow Up After The Meeting

Remaining tasks as the event closes.

Activity	When do I start?	When should I have finished the task?
Newsletter: Now is the time to complete your Newsletter with details, pictures and background stories on the event and its achievements. Send it to all of the representatives who attended and to the media database.	As the event ends.	Once dispatched.
Monitoring: You need to monitor your coverage and collate it. You can get help from the European Monitoring System, from local EC Delegation monitoring or through a commercial monitoring agency. Classifying and collating media and other stakeholder interest.	When your event is over.	4-6 weeks after closure of the event.

Newsletter

As the event ends, and with the help of information you will gather from the final press briefing, you now need to compose an event newsletter. The Newsletter template is a simple Word document that does not require the input of a professional printer and into which you will insert the event name, dates and venue.

Its format allows you to add text quickly and easily so that you can produce **a resume of your event within hours of it finishing**. The total should not exceed two pages.

Distribution of the newsletter will be to all of your media contact base as well as to the delegates and other stakeholders with an interest in ASEM. You should also send it to the ASEM Infoboard and Europa Portal for uploading there.

Monitoring

Finding out what you have achieved is gratifying if also sometimes frustrating!

Measuring the column inches/centimetres and the broadcast time gives you some kind of indication about how much coverage you have managed to persuade the media to deliver.

It is no easy task. The demands on the media are constant and huge. Anything you win is an achievement so do not feel discouraged if you think your event should have won more coverage than it did.

You will need to **draw together a file that reflects your coverage** in newspaper, journal, online and broadcast terms.

Some of the larger EC Delegations will be able to fulfil this function. In some locations, you will need to employ the services of a media cuttings agency. These vary hugely from place to place. Some are excellent while others are at best mediocre. Trying to ensure that coverage right across some 45 countries is included in your media monitoring is always going to be difficult.

You can use the **European Monitoring System**. The EMS monitors around 2000 different news websites around the world for new articles and examines some 50,000 entries each day in many different languages. Articles are run through a categorisation system.

One of the 650 categories defined (with about 25,000 different keyword patterns and keyword combinations) is ASEM.

To access this application, go to: <http://emm.jrc.it/NewsBrief/alertedition/all/ASEM.html>



ASEM **Style Guide**



Asia-Europe Meeting

Logo

Understanding how the logo should be used in practice.

The ASEM Logomark

This official ASEM logo has been officially and formally approved by the members of ASEM. Legally it is owned by ASEF, the Asia Europe Foundation. This official ASEM logo should not be changed in any way - except its size. This official ASEM logo should only be used for formally approved ASEM events and initiatives which have been approved in advance by an ASEM Senior Officials Meeting. If you are unsure of whether the event has been approved, please ask one of the ASEM Coordinators.

Logo colours

These are the colours to be used on the logo. **The ASEM logo should always be displayed on a white background (as show in the Information Material section).**



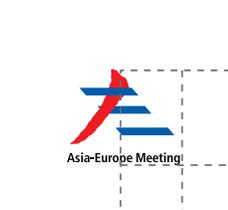
Clear space

Please allow sufficient space between the logo and any other page elements.



Logo positioning

The ASEM logo should primarily be placed at the bottom right of any piece of collateral providing sufficient space (**about 50% of the logo width**) between the logo and the edge of the collateral.



Minimum logo size

The logo should not be displayed at less than **15%** the width of the item of communication that it is being used with.



The EU Flag

Information on the usage of the EU flag can be found at the following address: http://europa.eu/abc/symbols/emblem/download_en.htm

Typography

Ensuring you use the right font.

The font to be used with all Asia-Europe Meeting printed material is **Myriad Pro**.

This is a wonderfully simple typeface with many different weights and styles available to use. It can provide you with flexible and interesting typographical design options.

Myriad Pro Regular

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXY
0123456789

Myriad Pro Italic

*abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXY
0123456789*

Myriad Pro Semibold

**abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXY
0123456789**

Myriad Pro Semibold Italic

***abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXY
0123456789***

Myriad Pro Bold

**abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXY
0123456789**

As well as Myriad Pro, for standard word processed documents, it is recommended that **Arial** is used as it is a universally accessible typeface across both the Mac and PC platforms.

Arial Regular

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXY
0123456789

Arial Bold

**abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXY
0123456789**

Colours

Following the Pantones designated.

The ASEM colour scheme is designed to provide a friendly, neutral tone. A simple blue and red colour palette will provide both a simple, but very striking visual style.

Primary colours



Additional colours



Information material

Examples of ASEM print materials.

A selection of the ASEM communication material available to you is displayed on the following pages. Electronic templates supplied have the copy elements pre-set to their intended styles to provide you with a simple method of inputting your content. Specified copy styles, colours and sizes are intended as a backup guide for the supplied templates.

A0 Poster



This section to remain as shown.

Generic Brochure

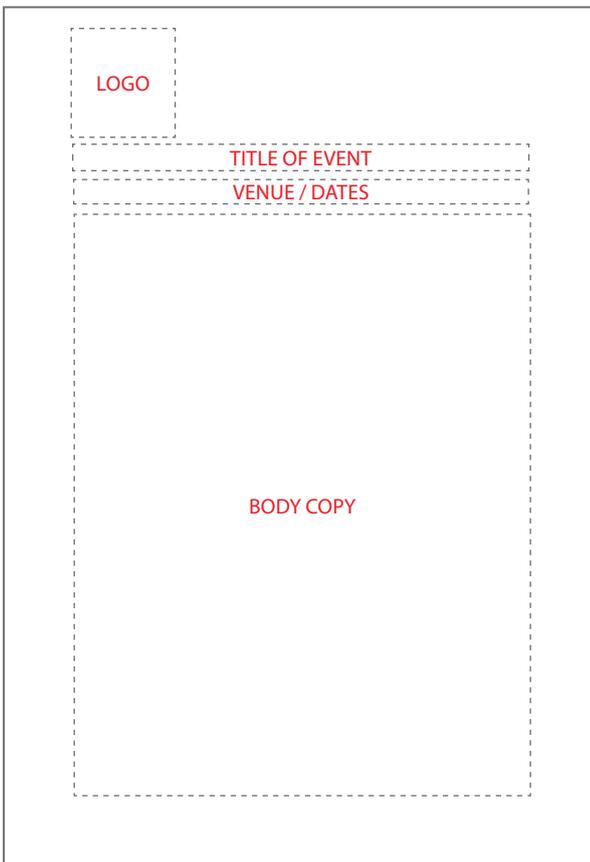


This section to remain as shown.

Agenda/event title font:
 Myriad Pro Bold, 28 pt
 Colour (Blue): C96 M69 Y0 K20

Date/other font:
 Myriad Pro Bold, 20 pt
 Colour (Blue): C96 M69 Y0 K20

Note: The generic brochure can be used for all purposes (such as concept papers, background study etc) as long as the title reflects this.



Event title font:
 Myriad Pro Bold, 14 pt
 Colour (Blue): C96 M69 Y0 K20

Date/other font:
 Myriad Pro Regular, 10 pt
 Colour (Black): C0 M0 Y0 K100

Body copy font:
 Myriad Pro Regular, 10 pt
 Colour (Black): C0 M0 Y0 K100

Information Pack



This section to remain as shown.

Maintain "Information Pack" title

Date/other font:
 Myriad Pro Bold, 21 pt
 Colour (Blue): C96 M69 Y0 K20



Information Pack inside pages to remain as shown.



ASEM is a vital forum for dialogue between Europe and Asia

Asia-Europe Meeting (ASEM) has been the main multilateral channel for consultation, between Asia and Europe, strengthening attraction and mutual understanding between the two regions through bilateral dialogue since 1996. As one of the four "pillars" of ASEM, the European Commission, alongside the people, notably through ASEM Dialogue Facility Funds.

ASEM involves virtually the whole of Asia and Europe

The 20th ASEM Summit in Beijing, October 2008, welcomed 16 new members bringing the membership up to 40 partners, together representing half of the world's GDP, almost 60% of the world's population and 60% of global trade. ASEM partners are: Austria, Belgium, Brazil, Czech Republic, Denmark, Bulgaria, Cambodia, China, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, India, Indonesia, Ireland, Italy, Japan, Korea, Latvia, Lithuania, Luxembourg, Malaysia, Malta, Mongolia, Myanmar, Pakistan, Poland, Portugal, Republic of Korea, Romania, Singapore, Slovakia, Slovenia, Spain, Sweden, Thailand, The Netherlands, The Philippines, United Kingdom, Vietnam, the ASEAN Secretariat and the European Commission.

ASEM's forward-looking agenda is set in bilateral Summits

Overall direction is given by ASEM government leaders meeting at Summits every two years – alternating between European and Asian locations. The most recent 20th ASEM Summit in Beijing, October 2008, allowed dialogue amongst the 40 Leaders on how to deal with the global financial and economic crisis, energy security, sustainable development and climate change. The next 21st ASEM Summit will be in Brussels in October 2010 hosted by Belgium and will have the theme "Improving the Quality of Life".

ASEM is a continual dialogue between Asian and European governments

In the intervening two years – between Summits – many inter-governmental ASEM meetings maintain the momentum of Asia-Europe dialogue on all political, economic, social and cultural issues of mutual interest to the partners. ASEM is a formal and multi-sector – flexible and thus able to address the new global issues and challenges arising from globalisation. During 2009-2010 in addition to the ongoing political dialogue – ASEM meetings will address sustainable development, energy security, transport, immigration, border security and risk, fisheries, finance, economic policy, environment, education policy, culture, and research dialogue.

ASEM brings together educators and researchers

One key achievement of ASEM is the Trans-Eurasian Information Network (TEIN) the first large-scale research and education network connecting regional researchers in Asia with their counterparts in Europe. Over 40 million users now have access to improved internet services performance providing mutually beneficial global research collaboration between Asia and Europe.

ASEM brings together other non-governmental stakeholders: lawmakers, businesses and civil society

Civil society groups, parliamentarians and the business community meet at the Asia-Europe Peoples Forum, Asia-Europe Parliamentary Partnership and Asia-Europe Business Forums held every two years alongside ASEM Summits.

ASEM brings together the peoples of Europe and Asia

The Singapore-based Asia-Europe Foundation (AEF), funded by ASEM partners promotes understanding and collaboration between the peoples of Asia and Europe through cultural, intellectual and people-to-people exchanges. The outreach to civil society and the wider public undertaken by AEF complements the official ASEM dialogues, and the ASEM InfoBoard internet site managed by AEF provides transparency in the ASEM programme.

ASEM on the Internet

http://ec.europa.eu/external_relations/asem/index_en.htm
www.asem7.cn
www.aef.org
www.aseminfoboard.org/
www.asem3.com/



ASEM - Asia-Europe Meeting to address global challenges



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Date/other font: Myriad Pro Bold, 11 pt
 Colour (Blue): C96 M69 Y0 K20



ASEM - Asia-Europe Meeting to address global challenges



Climate Change

Education

Transport

Sustainable Development

Energy Security

The Global Economy

Global Governance

Intercultural Dialogue

ASEM Participants:

- ASEM Secretariat
- Austria
- Belgium
- Brazil
- Canada
- China
- Czech Republic
- Denmark
- Estonia
- Finland
- France
- Germany
- Greece
- Hungary
- India
- Indonesia
- Ireland
- Italy
- Japan
- Korea
- Latvia
- Lithuania
- Luxembourg
- Malaysia
- Malta
- Mongolia
- Myanmar
- Netherlands
- Poland
- Portugal
- Republic of Korea
- Romania
- Slovakia
- Slovenia
- Spain
- Sweden
- Thailand
- The Netherlands
- The Philippines
- United Kingdom
- Vietnam

The styling of this map implies no endorsement of any territorial claim.

This section to remain as shown.

Pop up banner

ASEM -
Asia-Europe Meeting to
address global challenges

TITLE OF EVENT
VENUE / DATES

This section to remain as shown.

Event title font:
Myriad Pro Bold, 30 pt
Colour (Blue): C96 M69 Y0 K20

Date/other font:
Myriad Pro Bold, 21 pt
Colour (Blue): C96 M69 Y0 K20

Templates



Word document



Name badge

First name font:
Arial Regular (all caps), 18 pt
Colour (Blue): C96 M69 Y0 K20

Surname font:
Arial Bold (all caps), 18 pt
Colour (Blue): C96 M69 Y0 K20

European Commission

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Luxembourg: Publications Office of the European Union

2009 — 33 pp. — 21 x 29.7 cm

ISBN 978-92-79-13571-2

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