

# Communications Strategy:

## Strengthening the IOSCO Brand

**IOSCO took significant steps in the year to strengthen its communications strategy. Importance was given to boosting both internal and external communications, while efforts were made to engage a wide range of stakeholders.**

The communication strategy is aimed at promoting and supporting IOSCO's core mission and objectives regarding financial stability, investor and consumer protection, market integrity and efficiency, and the mitigation of systemic risk. IOSCO also seeks to explain its work to stakeholders and the press, giving IOSCO more visibility and a greater sense of public relevance.

To improve the internal flow of information, IOSCO launched a weekly bulletin for members in April 2012. By providing a weekly update on events, IOSCO seeks to keep its members abreast of recent activities and inform the internal policy debates. Having members well versed on the breadth of IOSCO's work contributes to more fruitful discussion of issues and efficient exchange of information. To update members of Board decisions, IOSCO Board Chair Greg Medcraft and Secretary General David Wright offered webcast briefings of Board meetings, when feasible.

In the year, committees also made better use of the IOSCO website to communicate among each other and with stakeholders. Projects involving the web page included:

- > Development of the IFRS (International Financial Reporting Standards) portal;
- > Launch of the Investor Education Gateway;
- > Enhancement of the section on Research and Development;
- > Development of online surveys for research, task forces and committees;
- > Preparation of the online version of the IOSCO Assessment Methodology; and
- > Unveiling of the Asia/Pacific Regional Committee Enforcement Data Base

In parallel, IOSCO designed and programmed its new website, which it plans to launch by end 2013.

For the first time, IOSCO is now issuing press releases after round table discussions with industry, and Committee and Task Force meetings-- particularly when decisions are taken or the debate is especially insightful. In the year, journalists showed particular interest in IOSCO's work on benchmarks, securitization, money market funds, and margin requirements for non-centrally cleared derivatives, as well as its efforts to promote the MMoU for cooperation and the exchange of information. The Emerging Markets Committee's growing role within IOSCO also was covered widely by the press. Going forward, IOSCO's preliminary work on cross-border regulatory issues, behavioral economics and cyber-crime, to name just a few new work streams, is already attracting the interest of stakeholders and the press.

Given that IOSCO's work load increased substantially in the year—in large part due to mandates from the G20 and the Financial Stability Board-- the more active communications policy led to a sharp increase in press coverage. Moreover, IOSCO policy reports have become increasingly timely and forward-looking, increasing their relevance to members, stakeholders and the media. The number of articles with references to IOSCO more than doubled in 2012 from a year earlier. In January-February 2013, the number doubled from the same period in 2012, and was up more than threefold from the same period in 2011, according to statistics from the media monitoring service Meltwater.

IOSCO's leadership played an active role in promoting the IOSCO brand worldwide. Both the incoming and outgoing Board Chairs, and the new Secretary General and his deputy, participated on numerous public panels, official hearings and debates, and delivered speeches on IOSCO work at conferences worldwide. They also met with dozens of journalists over the year to explain IOSCO's objectives, work and forward-looking strategy.