I. BACKGROUND AND RATIONALE

The “Information Strategies for Enhancing SEAFDEC Visibility and Communication” was developed by SEAFDEC Secretariat and Departments during the Sixth SEAFDEC Information Staff Exchange Program (ISEP) Meeting in 2005, and endorsed by the SEAFDEC Council during its 38th Meeting in 2006. At the subsequent Seventh ISEP in 2006, the Information Strategies was revised to incorporate Key Performance Indicators (KPIs) and the revised version was endorsed during the 39th Meeting of SEAFDEC Council in 2007. The Information Strategies were subsequently re-categorized to facilitate better monitoring and reporting of the progress of implementation of the information-related activities and of the visibility of SEAFDEC.

Since 2007, the SEAFDEC Secretariat and Departments have been using the Information Strategies as a guide in formulating and implementing SEAFDEC information-related activities. The KPIs were also used for monitoring the progress in the implementation of the Information Strategies, although some modifications have regularly been made based on the suggestions during subsequent ISP meetings. Nevertheless, the 18th Information Staff Program Meeting (18th ISP) on 10-12 October 2017 in Singapore expressed the view that although the existing Information Strategies are still valid, a workshop may be conducted in early 2018 to review the checklist (KPIs) for better monitoring of the progress in the implementation of the Information Strategies.

The 18th ISP also noted that SEAFDEC published nearly 30 years ago, the “Notes for Editing SEAFDEC Documents” with the aim of harmonizing the style of publications produced by SEAFDEC as a whole; and the document has since then served as reference for authors and editors in editing documents published by the Secretariat and Departments. The 18th ISP therefore expressed the view on the need to revisit and update the contents of the Notes considering that some of the standards suggested in the Notes may no longer be practical, while there are also other issues that need to be harmonized.

Furthermore, the 18th ISP also made suggestion to harmonize SEAFDEC websites, and this matter was initially discussed among the officers responsible for the websites during the On-the-Job Training for Development of IFRDMD Website (18-22 December 2017, Indonesia). This Inter-Departmental Workshop is therefore an opportune time to consider the issue and provide suggestions on how to deal with such issue.

Taking the abovementioned aspects into consideration, the Secretariat therefore proposed during the SEAFDEC Department Chiefs’ Meeting (2 December 2017, Bangkok Thailand) to conduct the Workshop among concerned officers to address such concerns.

II. OBJECTIVES

The objectives of the SEAFDEC Inter-Departmental Information Workshop are:
1) To review the Key Performance Indicators (KPIs), and come up with revised template for monitoring the progress in the implementation of the Information Strategies for Enhancing SEAFDEC Visibility and Communication
2) To review the Notes for Editing SEAFDEC Documents; and
3) To discuss the progress made in following-up the ISP suggestions as necessary
DATE AND VENUE

The SEAFDEC Inter-Departmental Information Workshop will be organized on 24-26 April 2018 in Thailand. The exact venue would later on be confirmed to the participants.

III. EXPECTED PARTICIPANTS

It is expected that the participants of the Workshop will comprise representatives from:

1) **Secretariat**: SG, senior officials, and information-related officers; and

2) **TD, MFRD, AQD, MFRDMD and IFRDMD**: officer(s) responsible for monitoring the departmental progress in the implementation of the Information Strategies for enhancing SEAFDEC Visibility and Communication, and in charge of reviewing or editing technical/promotional materials of the Department. Number of participants is indicated in the invitation letter.

IV. PROVISIONAL AGENDA

**Agenda 1.** Opening of the Workshop

**Agenda 2.** Background and Objectives of the Workshop

**Agenda 3.** Indicators for Monitoring the Implementation of the Information Strategies for Enhancing SEAFDEC Visibility and Communication

**Agenda 4.** Notes for Editing SEAFDEC Documents

**Agenda 5.** Harmonization of SEAFDEC Websites

**Agenda 6.** Other Matters

**Agenda 7.** Conclusion and Recommendations

**Agenda 8.** Closing of the Workshop