



المؤسسة الإسلامية لتأمين الإستثمار و ائتمان الصادرات
THE ISLAMIC CORPORATION FOR THE INSURANCE OF INVESTMENT AND EXPORT CREDIT
(عضو مجموعة البنك الإسلامي للتنمية - Member of the Islamic Development Bank Group)



ICIEC Staff Retreat and 30th Anniversary Celebration

19-20 December 2023

Communication Function

Agenda

1| Communication Function at ICIEC– Role and Importance

2| Vision and Strategic Priorities

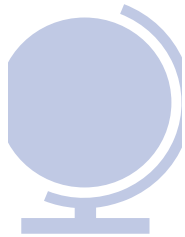
3| Alignment with ICIEC 10-Year Strategy

4| Strategic Plan

5| 2024 SMART Objectives

6| Challenges and Recommendations

1| Communication– Role and Importance



Enhancing ICIEC's Global Presence:

Elevating the ICIEC's profile in the international market.



Effective Information Dissemination:

Broadcasting ICIEC's achievements, solutions, and impact.



Internal Communication and Alignment:

Ensuring all staff are informed and aligned with ICIEC's mission and goals.



Strategic Stakeholder Communication:

Fostering relationships with stakeholders and international partners.



Crisis Management and Reputation:

Managing communication to uphold ICIEC's reputation during challenging times.



Feedback Integration:

Using communication channels to gather and implement stakeholder feedback.

2| Vision and Strategic Priorities



“Catalyzing growth, inspiring innovation, and empowering global trade and investment through excellence in communication.”



Brand Enhancement and Reputation Management

- Enhance Brand Visibility
- Reputation Management



Stakeholder Engagement and Communication

- Stakeholder Engagement
- Knowledge Sharing & Thought Leadership
- Sustainable Communication



Digital Presence and Innovation

- Digital Presence
- Integrate cutting-edge communication technologies & methods
- Innovative Content Creation



Crisis Communication and Preparedness

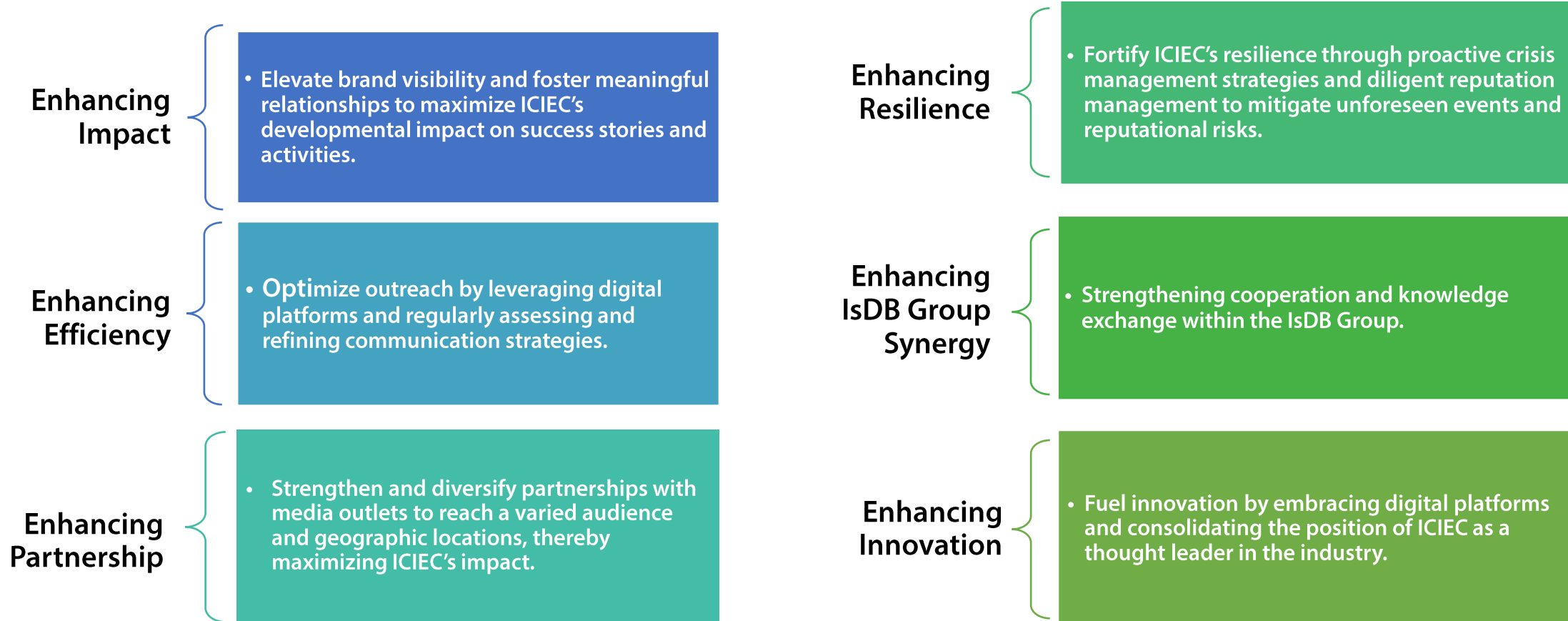
- Crisis Communication
- Measurement & Evaluation



Employee Development and Training

- Training and Development

3| Alignment with ICIEC 10-Year Strategy



4| Strategic Plan

Objective

- Strengthen brand identity and improve stakeholder engagement through strategic communication.
- Elevate ICIEC's brand as a leading provider of Shariah-compliant risk insurance solutions.

Key Messages

- Emphasize our commitment to Food Security, Climate Action, Islamic Finance and Digitalization.
- Highlight and showcase ICIEC's contributions to sustainability and community development, emphasizing its role in fostering sustainable economic growth within member states..



Strategies

- Implement a multi-channel communication approach to reach diverse audiences.
- Develop a content calendar that aligns with business milestones and industry events.
- Foster media relationships for wider coverage of ICIEC news and insights.
- Leverage partnerships with the clients to amplify reach.
- Engage with member country stakeholders to tailor communication to regional needs.

Tactics

- Quarterly newsletters and special issues magazines to update stakeholders on ICIEC progress and initiatives.
- Regular press releases and thought leadership articles in industry publications.
- Active engagement on social media platforms with interactive content.
- Host webinars and workshops focused on Trade and investment insurance.
- Publish articles and case studies demonstrating ICIEC's impact on member states.

4| Strategic Plan

Measurement

- Monitor engagement metrics across communication channels.
- Analyze media sentiment and coverage reach.
- Track engagement and conversion rates from digital campaigns.
- Assess feedback from clients to refine communication approaches.

Timeline

- Develop and deploy the communication campaign over the next fiscal year, with quarterly reviews.



Responsibility

- Corporate Communication Team to lead with cross-departmental collaboration.

Budget

- Allocate funds and dedicate resources for professional content creation, digital platform management, multilingual content creation and analytics tools.

5| 2024 Smart Objectives

Strengthen Brand Identity & Reputation

- Host 2 annual global summits with 100+ leaders by Q4 2024.
- Organize 4 regional workshops in 2024.
- Partner with 2 member states for seminars in key sectors.
- Launch a podcast series targeting 5,000 listens/episode by year-end.
- Distribute ICIEC-branded publications at 5 industry events.
- Secure 1 prestigious global award by the end of 2024.

Organizational Mission Alignment

- Develop a comprehensive Communication Strategy, aiming to increase overall engagement by 20% by the end of 2024, with quarterly milestones to track progress.
- Align 100% of communication strategies with ICIEC's vision and mission by 2024-end.
- Partner with 5 media outlets for articles and interviews by Q4 2024.
- Publish a comprehensive Sustainability report by Q3 2024.
- Achieve a 5% reduction in direct costs by the end of FY 2024.

Digital Presence & Engagement

- Enhance the ICIEC website with new features by Q4 2024, aiming for a 20% increase in engagement.
- Implement AI chatbots, aiming for a 30% reduction in response time by Q1 2024.
- Develop 2 microsites for AR & ADER and 3 event pages by Q4 2024, targeting a 15% increase in interactions.
- Develop and release brochures and videos for 2 products by Q3 2024, aiming to boost engagement by 20% following the Sukuk model.
- Integrate ChatGPT in communication tools, enhancing efficiency by 30% by Q2 2024.
- Maintain 3 media partnerships, quarterly newsletter updates, 2 special issue magazines and SEO strategies for 20% organic traffic growth.
- Achieve a 15% increase in followers, engagement, and impressions on ICIEC social media platforms by Q4 2024 through enhanced content strategies.
- Launch 4 social media campaigns, aiming for 25% follower growth.
- Utilize analytics for a 20% improvement in content strategy.

5| 2024 Smart Objectives

Multimedia Content Development

- Implement a content diversification approach across platforms by Q1 2024, aiming for a 20% increase in audience engagement, including achieving a 10% increase in social media engagement for AMAN UNION, OBIC, and AATB individually by promoting their respective activities and publishing engaging articles.
- Release 3 videos and infographics, and host 4 webinars by Q4 2024.

Sustainability Reporting and Key Themes

- Develop communication materials with a focus on Food Security, Climate Action, Digitalization, and ICIEC's three-decade journey by Q3 2024.

Strategic Sponsorship & Event Participation

- Participate in 6 niche events and release one ICIEC & A Member State Book with a launch event by Q3 2024.

Technology and Innovation Investment

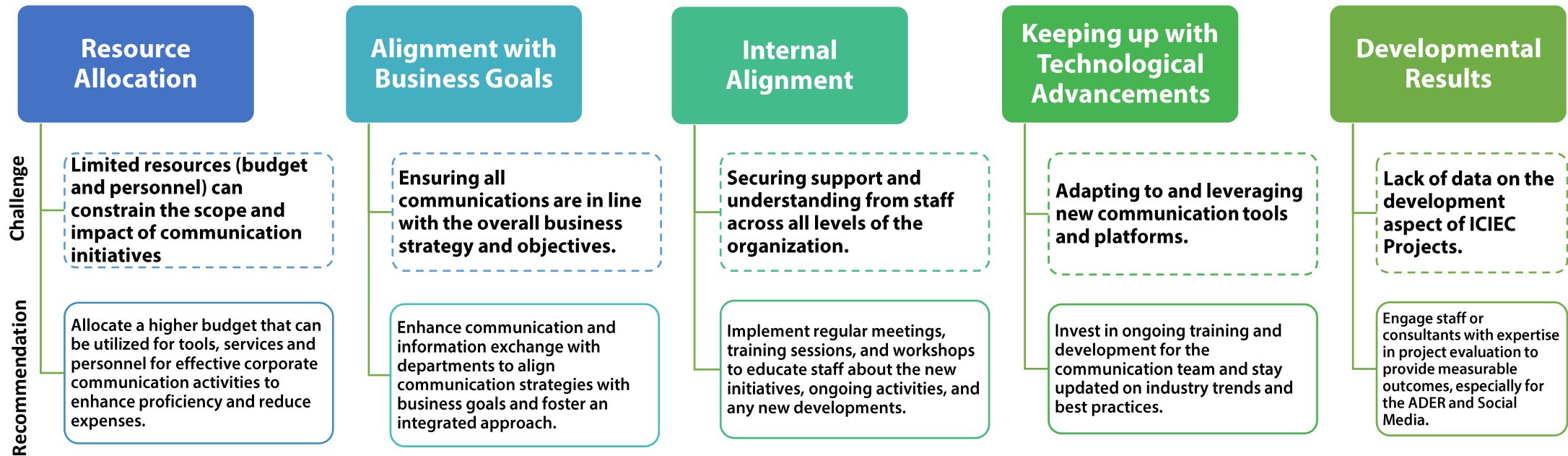
- Implement 2 new technological innovations in communication, enhancing efficiency and engagement by 30% by Q2 2024.

Training and Development for Communication Staff

- Attend 2 training sessions in 2024, focusing on the latest communication trends.

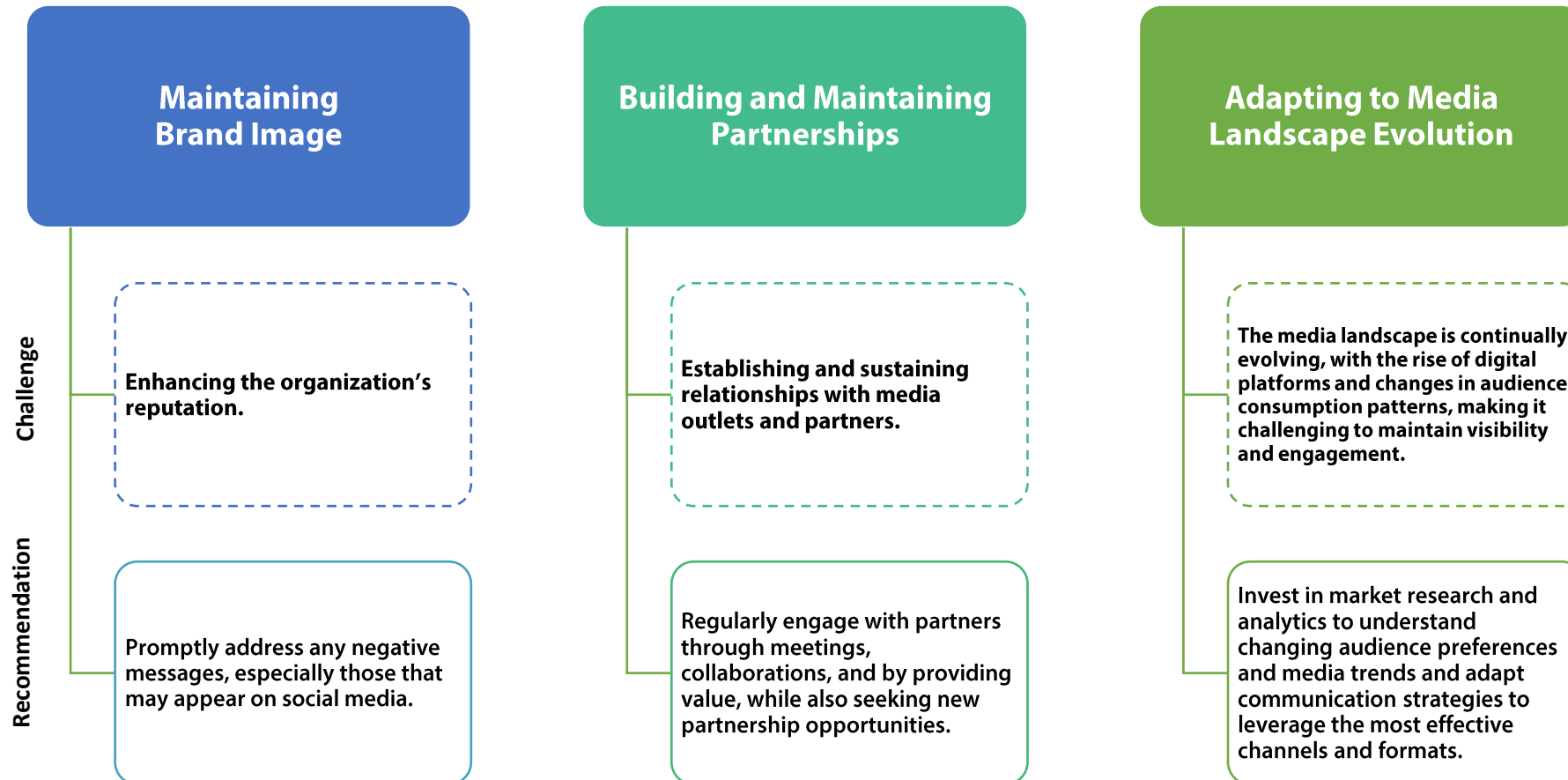
6| Challenges and Recommendations

Internal Challenges



6| Challenges and Recommendations

External Challenges



THANK YOU



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