



International Association  
of Deposit Insurers

# Fostering Growth (Outreach Strategy)

Presentation by Mohammed Al-Jafari /Chairperson of Membership and Communications Committee  
24<sup>th</sup> IADI Executive Council Meetings (11-12 June 2008).



## Fostering Growth

- This Marketing Strategy is set out to allow IADI to realize its vision of *sharing deposit insurance expertise with the world* by expanding participation globally.
- This strategy outlines integrated sub-strategies and tools that collectively accomplish the overall strategy's main objective of fostering IADI growth.



## Strategy Objectives:

1. To realize IADI vision of sharing deposit insurance expertise with the world.
2. To increase the number of IADI members by recruiting non member deposit insurance systems in the world.
3. To enhance IADI Brand: reputation, image and relationships with International Financial Institutions.
4. To enhance membership value proposition for Members and other Participants.
5. To encourage international cooperation and contact among deposit insurers and interested parties.



## IADI Marketing Strategy



Sub-strategies



Tools and Initiatives



Implementation



## IADI Marketing Sub-strategies

Branding

Membership  
Value Proposition

Recruitment &  
Public Relations

Promote Research  
& Guidance

Advance Training  
Activities



## Strategy One: Branding IADI

**IADI needs to continually reinforce its brand and image to be well-known and echoed Internationally**

Use a combination of branding tools including (website, mass mailing, publications, exhibitions, training events and media) to brand IADI

Standardize the theme and color scheme used in all IADI activities (website, printed publications, PP presentations and all materials) to promote efficiency in the global brand reputation, reinforce and strength IADI image

Use IADI logo and slogan in all IADI seminars, forums, lectures and conferences held in different countries and whenever possible

Cooperate with different international and regional financial institutions and work closely with them on long-term strategies to help IADI promoting its brand.



## Strategy One: Branding IADI

**IADI needs to continually reinforce its brand and image to be well-known and echoed Internationally**

Co-host / co-sponsor events, conferences and other initiatives in collaboration with international financial institutions.

Participate in and deliver presentations about IADI in international, regional and national financial events.

Participate in and present IADI's work (Research, Guidance Papers, Core Principles...etc.) in international, regional and national financial events.



## Strategy Two: Enhancing Membership Value Proposition

**Enhancing the value proposition of IADI Members is a priority to maintain and attract more Participants**

Limit the access to certain research papers, IADI database and other related information to IADI members

Differentiate conferences and certain training fees between IADI members and non-IADI members

Invite IADI members only to certain training activities held by IADI while announcing them internationally





## Strategy Two: Enhancing Membership Value Proposition

**Enhancing the value proposition of IADI Members is a priority to maintain and attract more Participants.**

Optimize IADI website and the search engines for the maximum interaction with non IADI users

Develop and publicize a comprehensive DIS data bank, including the bibliography of DIS.

Charge non-IADI members for the access to some IADI research and guidance papers and for the access to IADI database.



## Strategy Three: Promoting Research & Guidance

**The RGC work is critical for IADI and reflects IADI contribution to the advancement of the deposit insurance business in the world.**

Promote IADI research and guidance papers, effective practices and core principles using different tools (events, media tools, website ...etc)

Collect research and guidance papers which have been newly developed in different regions under IADI, and conduct promotion through regional activities

Combine promotion activities into the training events / seminars/workshops/conferences/meetings held by the Training and Conference Committee

Work along with other international bodies such as the BIS, IMF, WB, ADB, EFDI, EBRD, SEACEN and other relevant organizations; hold joint seminars or participate in their events and deliver presentations on the IADI research and guidance work



International Association  
of Deposit Insurers

## Strategy Three: Promoting Research & Guidance

**The RGC work is critical for IADI and reflects IADI contribution to the advancement of the deposit insurance business in the world.**

Work with the IADI's Advisory Panel and / or appropriate academics on RGC papers to promote concepts of effective deposit insurance systems

Assist the deposit insurers around the world by providing the IADI guidance and research papers

Improve IADI research and develop discussion and related papers in cooperation with other financial institutions

Issue IADI core principles and research & guidance papers, translate them in different languages and post them to IADI website.



## Strategy Three: Promoting Research & Guidance

**The RGC work is critical for IADI and reflects IADI contribution to the advancement of the deposit insurance business in the world.**

Circulate publications that cover important issues to the target groups in different languages

Exchange experts and knowledge among deposit insurers

Publish IADI research papers in academic journals

Integrate all important guidance points/ core principles into the ongoing project of the "The Evaluation of the Effectiveness of DIS" to be served as the self-evaluation tool of DIS for deposit insurance practitioners

Invite all IADI members to participate in its research and facilitate exchange of views via the discussion boards of the IADI website.



## Strategy Four: Advancing Training Programs

**Developing a core training program to build understanding of deposit insurance systems to promote IADI reputation in cooperation with International Financial Institutions**

Hold training programs in different countries and different languages using an effective information marketing strategy that understands the participants' needs and values. The larger the participants number including non-IADI members, the better the outreach.

Develop and provide e-training/learning to IADI members.

Exchange experts and knowledge among deposit insurers

Enhance IADI relations with international training providers like IMF, BIS to help IADI in fulfilling some of its training needs



## Strategy Four: Advancing Training Programs

**Developing a core training program to build understanding of deposit insurance systems to promote IADI reputation in cooperation with International Financial Institutions**

Invite non-IADI members to certain training activities.

Cooperate with IADI Partners to develop training programs jointly.

Introduce on-the-job training by some well established deposit insurance systems to the new ones.

Organizing inter-regional activities to encourage joining IADI.



## Strategy Five: Direct Recruitment & Public Relations

**IADI should advance communications and media relations taking into consideration the different cultures, languages and geographical reach**

Enhance public awareness by developing external public relations, advancing communications; provide multilingual services

Enhance collaboration and expedite cooperation among Regional Chairs, Membership and Communications Committee and the Secretary General in regional recruitment

Invite and visit non IADI deposit insurers to be introduced to its goals, mission, vision, work nature...etc

With the objective of establishing the needed public relations and inviting new members to join IADI; it should take every opportunity to contact all potential members and related international financial organizations including IADI and non-IADI members



## Strategy Five: Direct Recruitment & Public Relations

**IADI should advance communications and media relations taking into consideration the different cultures, languages and geographical reach.**

Circulate publications that cover important issues to the target organizations in different languages

Exchange experts and knowledge among deposit insurers worldwide

Cooperate with different international and regional financial institutions and work closely with them on long-term cooperative arrangements

Hold special events to enhance public relations

Write invitation letters for targeted members by using simple sentences, focusing on the advantages of joining IADI and following the classic rule of AIDA (Attention, Interest, Desire and Action) encouraging them to join IADI





## Strategy Five: Direct Recruitment & Public Relations

**IADI should advance communications and media relations taking into consideration the different cultures, languages and geographical reach.**

Encourage non IADI members to join specific IADI research sub-committees to give them the opportunity to contact and work directly with IADI members on selected topics and issues that are important to them

Make presentations on international financial forums and events about IADI, its work, activities focusing on the benefits of joining IADI

Optimize IADI website and the search engines for maximum interaction with users

Develop an information package periodically of IADI's major achievements to be used for member recruitment.

Assign an IADI Secretariat staff focusing on communications with IADI and non-IADI members and IFIs.



## Resources Consideration

**The suggested sub-strategies entail several projects and activities that require financing from IADI limited resources.**

**The following tools are to support IADI's current resources:**

### **1. Resource support and project funding:**

- Devoting a staff member at the Secretariat for the work of the public relations, communications and membership recruitment effort on the same ongoing secondment bases.
- Leveraging the relationship with the international financial institutions to further supplement IADI resources.
- Increasing the support to IADI by large, well-established member organizations.
- Financing/ co-financing certain training activities.



## Resources Consideration

**2. Develop a standardized policy for the secondment of personnel from IADI member organizations to enhance the IADI Secretariat.**

**3. Enhance IADI revenues:**

**Facilitating the payment of fees or make it in installments.**

**The EXCO may be given the authority to exempt a new member organization from the annual fees for a certain period.**



## Implementation, Review and Evaluation:

- **Strategies adopted and approved to be ready for implementation during the period (Oct, 2008 – Oct, 2010).**
- **MCC chairman and SG to provide periodic progress reports to the Executive Council.**
- **Measurable targets and milestones to be adopted.**
- **Executive Council to monitor closely the implementation process over all phases**



## Timetable and Budget:

- Strategies to be coordinated and reflected in IADI business plan.
- Sub-strategies cover two-year period.
- Budgetary requests based on sub-strategy and to be submitted according to the standard budget preparation process.

**Thank you for your kind attention**