

**5th Meeting of the International
Comparison Program (ICP)
Governing Board**

**December 13, 2019
Washington, DC**



Global Release Event

ICP Global Office, World Bank

Communication Strategy: Pre-release Activities

| Output | Audience | Message | Vehicle |
|---|----------------------|--|---|
| Announcement of forthcoming ICP Results | All | What will be released, when and how? | ICP Website; ICP Data Blog |
| | ICP Stakeholders | + Why is the ICP important to stakeholders? | + ICP Newsletter |
| | WB internal audience | + Why is the ICP important to the WB? | + WB Intranet; + WB Data Day 2020 |
| | External audience | + Why is the ICP important for development? + Why should we trust ICP data? | + WB/Stakeholders' Websites; + WB/Stakeholders' Social Media |

Communication Strategy: Release Activities (1)

| Output | Audience | Message | Vehicle |
|------------------------------|------------|--|--|
| ICP Data and Metadata | All | How can ICP results be accessed? How can underlying ICP data be accessed? | ICP Website; WB Databank; WB Development Data Hub; World Development Indicators; ICP Github portal; WB Data Help Desk |

Communication Strategy: Release Activities (2)

| Output | Audience | Message | Vehicle |
|---|----------------------|---|---|
| ICP Main Findings, Methodology and Guidance | All | <p>What are the main socio-economic findings from the ICP results?</p> <p>How are the ICP results produced and what has changed since last time?</p> <p>What are the correct uses and limitations of the ICP results?</p> | <p>Press Release(s); ICP 2017 Report; ICP website; Let's Talk Dev Blog; FAQs; Global & Regional Release Events</p> |
| | ICP Stakeholders | | + ICP Newsletter |
| | WB internal audience | + What does this mean for WB outputs? | + WB Intranet; + ICP Data Blog; + User Meetings |
| | External audience | | + WB/Stakeholders Websites; + WB/Stakeholders Social Media |

Communication Strategy: Post-release Activities

| Output | Audience | Message | Vehicle |
|-------------------------|----------|--|---|
| ICP Analytical Products | All | <p>Why are PPPs crucial for analysis and essential to many development indicators?</p> <p>How have the secondary indicators been revised as a result of new PPP data?</p> <p>What can users expect from the permanent ICP program?</p> | <p>Dashboard Portal with Visuals;</p> <p>Visual Compendium of PPP Uses and Applications;</p> <p>World Development Indicators Data Stories;</p> <p>WB Data Briefs;</p> <p>ICP Data Blog;</p> <p>ICP Newsletter;</p> <p>WB/Stakeholders Social Media;</p> <p>PPP e-Learning Courses;</p> <p>World Data Forum 2020</p> |

Global release event: Venue, Timing & Audience

Venue

Launch event at World Bank HQ, Washington DC

Timing

Week of April 27th 2020 (tentative)

Audience

All (external and internal audience as well as media)

Global release event: Potential Speakers

Keynote speeches/panels

- **World Bank Chief Economist**
- **Chair of ICP Technical Advisory Group**
- **Co-Chairs of the ICP Governing Board**
- **Heads/Chief Economists of global/regional/donor agencies**
- **Major Users**

Global release: Topics

- **Launch the report “Purchasing Power Parities and the Real Size of World Economies: Results from the 2017 International Comparison Program”**
- **Main results and key findings**
- **Key uses and applications of ICP results and data**
- **PPPs and monitoring progress towards the SDGs**
- **ICP impact on building statistical capacity in countries**
- **The future of the ICP – innovations and capacity-building to adapt to a changing world**



Regional Release Plans

Regional Implementing Agencies

Feedback from the Board

