



Free Trade Europa

“Technology and Challenges for Think Tanks”

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This Presentation

- Context
- The Challenge today
- What to do?
 - Embrace technology
 - Focus on the audience
 - Tailor content
 - Create partnerships



The context

- **Technology use is growing**
 - New channels
 - Different ways of communicating
 - Changing consumption of information
 - Attention spans are shortening
 - Dilution of the impact of traditional players (media and stakeholders)
 - Larger potential audience

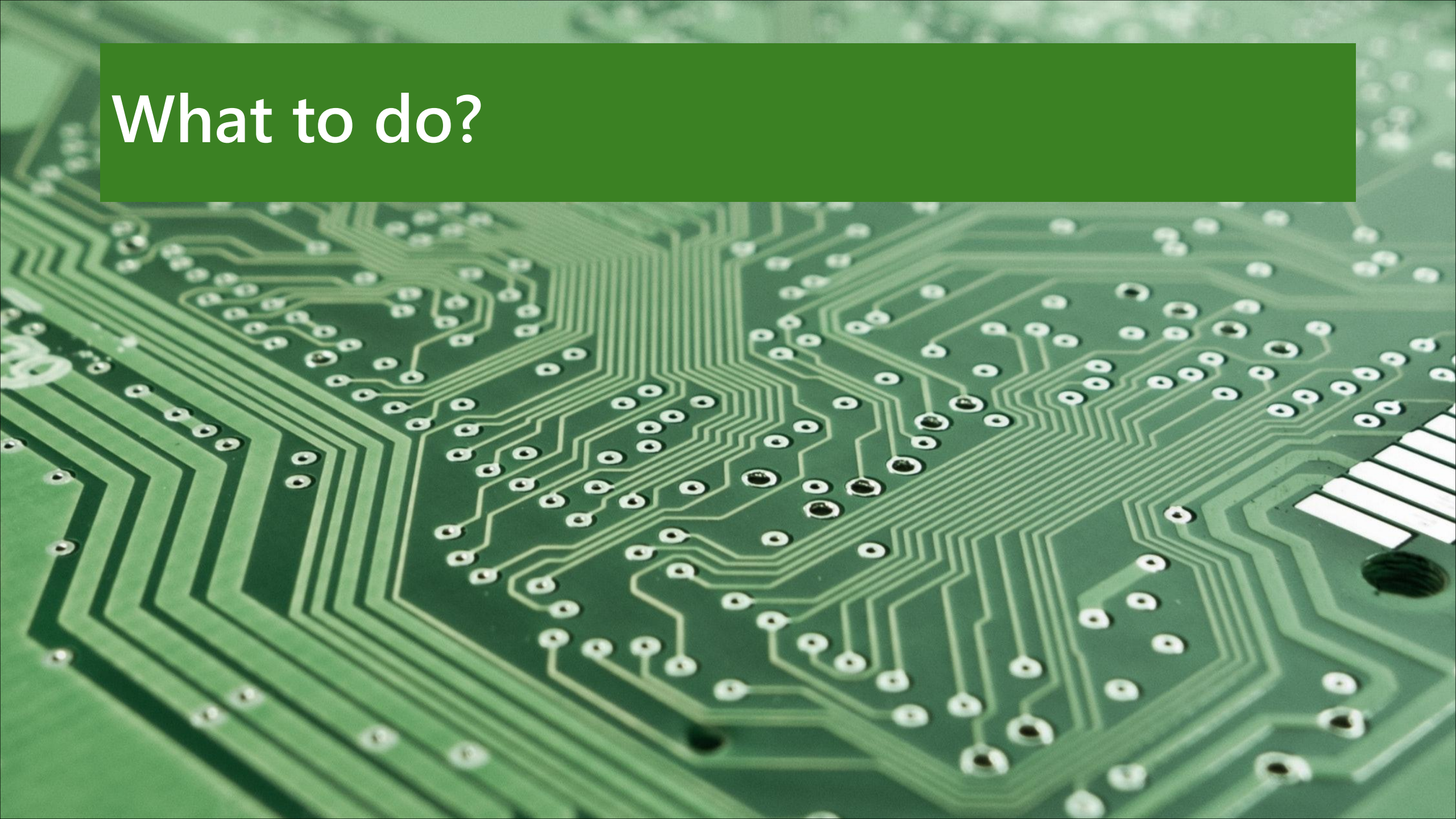


The challenge today

- **Crowded and noisy landscape**
 - Explosion of information
 - Less filters
 - Everyone is an influencer
 - Extreme and inflammatory grabs attention
 - Echo chambers
- **Less trust in experts**
 - Opinions that fit the narrative rather than research, facts & figures
 - Emotion over science
 - No longer gatekeepers

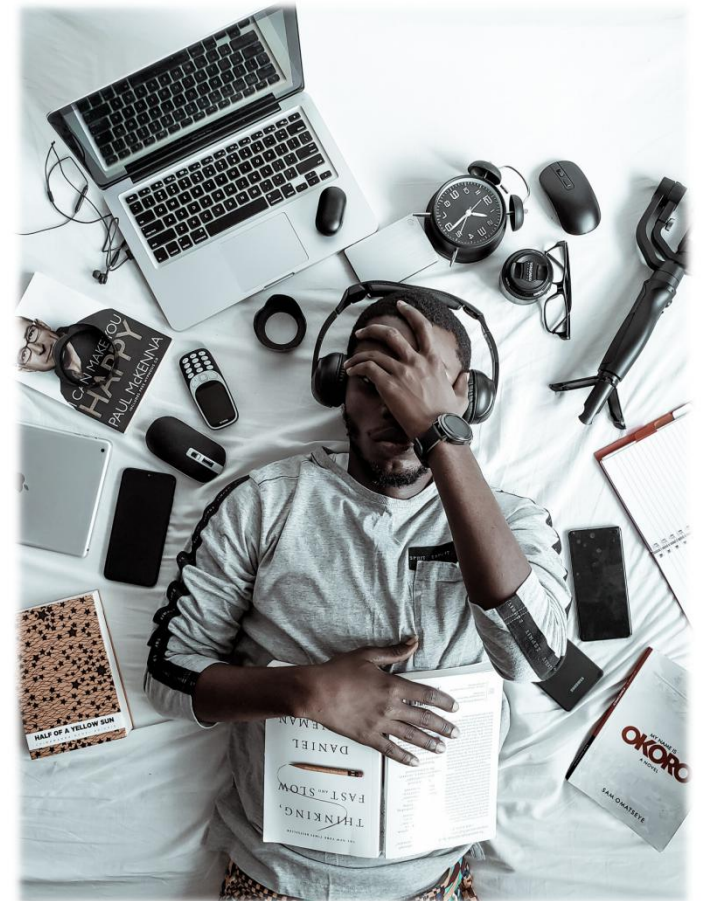


What to do?



Embrace technology

- **Online to complement Offline**
 - Establish a strategy which is a campaign rather than a series of one-offs
 - Main and shoulder content
 - Content to fit the channel



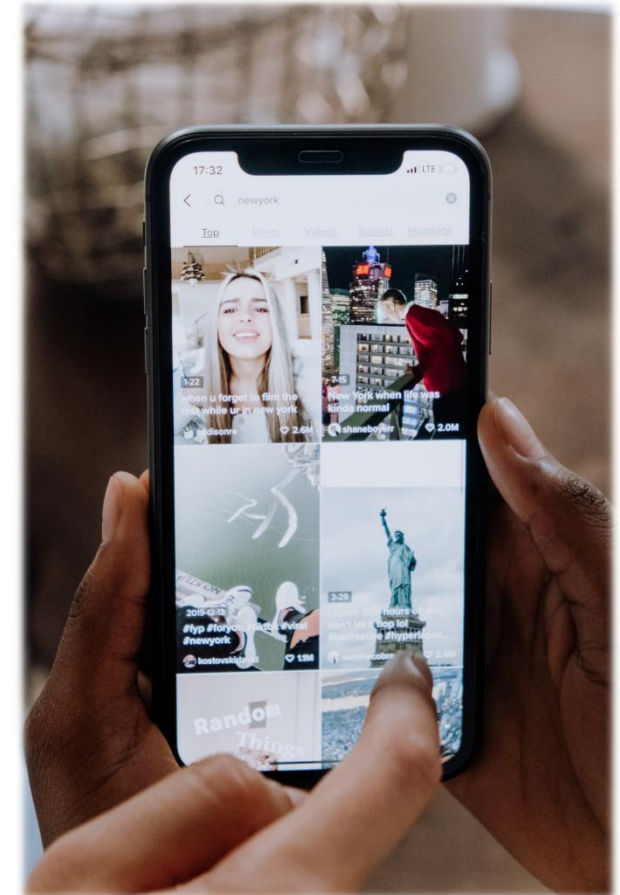
Be where your audience is

- **Know your audience**
 - Digital produces data: use it!
 - Engage (comments, posts and polls)
 - Webinars and podcasts
- **Establish a social media strategy**
 - Website, LinkedIn and Facebook
 - Instagram and TikTok?
 - Digital should support the physical dimension



Tailor your content

- **Big reports that no one reads?**
 - Documents are good but the message needs to be digestible
 - Executive summary
 - Video, images and infographics
 - Tailoring is not dumbing down
- **Pull people down the funnel**
 - Stand out findings
 - Headlines and not clickbait



Create partnerships

- **Think broadly**
 - Consider alliances (ad hoc or more permanent) with other organisations
 - Reach across sectors and geographies
 - Use the international, national and local dimensions
- **Dovetail with the current agenda**
 - Harness the news and policy agenda to create hooks
 - Share freely as well as speak at/attend events



Your questions and thoughts?





Free Trade Europa

Thank you



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<https://www.youtube.com/channel/UCIWHrlo7ep5XUXyOsL6Fqmw>

