

Amber Lupin

From: Disaster Management Alliance [alupin@padf.org]
Sent: Wednesday, November 12, 2008 10:56 AM
To: Amber Lupin
Subject: Disaster Management Alliance Update 11/12/08



Disaster Management Alliance Update

Wednesday, November 12, 2008

Dear Disaster Management Alliance,

As you learned in the last DMA Update, I am Amber, the new Communications Advisor for the Alliance. I will be helping facilitate discussion and interaction between DMA members and potential members. I wanted to share my ideas with you and hear what you thought about the proposed platform. **At the end of this email is a short questionnaire. The entire DMA staff in Washington would like to hear about your communications needs, your suggestions, and how we can help.**

First, we would like to "brand" the Disaster Management Alliance. This means we will create a logo, a set of standard colors and fonts, and other elements that will define an identity for the DMA. We can then use this identity in any publications, websites, conferences, etc.

The next step is to create a trilingual website, which will serve as the hub of communications. The best thing about the website is that many users can take part in creating content. Each country will have its own page that can change as needed. One or more Alliance members from each committee can contribute content to their pages. The website can include:

- **Forums:** A central location to discuss various topics. Any user can post a question or comment and all users can view those messages. New topics can be addressed by any interested person.
- **Blogs:** A blog is a collection of short news items, stories, events, pictures, and other items. As many users as we wish can have access to the blog and post information.
- **Resource Library:** A place to gather publications, links, documents, and other resources for use by DMA members and others.
- **Surveys / Self-assessment Forms:** Online forms that can be used to gather information or for self-assessments.

- **Events calendar:** All users can post and view events.
- **Photo sharing:** To help with publications, websites, etc. All members will be able to post and share photos.

In addition to the branding and the website, we would like to establish regular meetings between members of the Alliance. The conference in San Salvador and subsequent communications have been extremely helpful to bring everyone together to share ideas and build our communications strategy, as discussed in San Salvador. This platform will help us remain connected and learning from one another, as well as continue to promote the program within our countries, and beyond. Though more frequent conferences are certainly an option and are being considered, regular conference calls and other forms of communication will ensure we move forward with our collective objectives.

Other events, like a chat session, will allow DMA members to discuss topics informally.

Survey

- Do you have a website? If so, how do you use it?
- Do you have Skype? Do you use it for conference calls?
- Would you be interested in monthly conference calls (about one hour) to discuss DMA issues?
- What elements do you like about the outlined communications plan? What seems unnecessary or overly complicated?
- What is your single greatest communications need within this framework?
- Are you interested in joining a small task-force to work on communications issues for the DMA?

Thank you for taking the time to answer these questions. It will help guide strategy for the DMA communications platform. Please share any other ideas you have that we have not discussed!

The Disaster Management Alliance

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