

requirements include the summit poster, delegate and media handbooks, printed programmes, menus, invitations, and office letterhead and envelopes.

The senior editor should be responsible for ensuring that the 'content' and 'look' of all publications, including those publications coming from the substantive side, conform to the communications plan. A fully coordinated "family look" for the summit heightens the effectiveness and impact of the entire communications plan.

The services of a graphic arts firm to provide design services, typesetting and camera-ready artwork for the various publications will be required early on in the planning phase. At the same time, a public relations firm can be contracted to help organizers develop an overall communication plan, design a summit "logo", and prepare a "family look" for all the publications.

Appendix E provides an insight into the potential scope of the publication requirements.

PUBLIC AFFAIRS AND MEDIA RELATIONS

