

WHAT WE HAVE LEARNED ABOUT MULTI-OFFICE/MULTI-COUNTRY  
COMMUNICATIONS PROGRAMS

- o That the successful completion of international programs require a truly international organization whose members are accustomed to working together
- o Establish information/reporting flow/chain of command at beginning of relationship.
- o Commit to provide a "seamless" service
- o Implementation and logistics must match creation
- o Define objectives, priorities and budgets by country
- o Diplomacy and foresight needed with strong, local client operation
- o Avoid surprises and "who pays for what" discussions (written budgets, billing numbers for all activity including phone calls, postage stamps, fax, telex, translations, couriers, and mail)
- o Success depends on B-M team work.
- o Balance needs according to whether it is a comprehensive, on-going multi-national programme or series of ad hoc assignments.