WANO's Communications Programme – What More Should We Do?

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The presentation will cover the following:

- Brief outline of WANO
  - Mission
  - History
  - Programmes
- Communications Philosophy
  - Internal communications (WANO members)
  - External communications
- Internal Communications
  - Strategy
  - WANO Intranet
  - Plant visits, the caravan project
  - Contact Persons
  - Inside WANO newsletter
  - Annual reports for the WANO programmes
  - Annual and Biennial Reviews, What is WANO brochure
  - Other briefing materials
- External Communications
  - Strategy
  - Limitations
  - Main audience
  - Message
  - Press relations (press conferences, press releases, press invited to meetings)
  - Publicity material (annual reports, WANO brochure, Performance Indicator trifold)
  - Speakers at conferences
  - The impact of WANO confidentially rules on external communication
- What more should WANO do?
  - What are communications needs of the industry?
  - Is WANO best suited to meeting these needs?
  - What role can WANO play?