

**WIPO/IP/VLI/03/INF1**

**ORIGINAL:** English

**DATE:** August 2003



GOVERNMENT OF AUSTRALIA



WORLD INTELLECTUAL  
PROPERTY ORGANIZATION  
GENEVA



FORUM SECRETARIAT

**WIPO-AUSTRALIA-FORUM SECRETARIAT WORKSHOP ON  
ENHANCING PUBLIC AWARENESS OF INTELLECTUAL PROPERTY  
IN THE FORUM ISLAND COUNTRIES**

organized by  
the World Intellectual Property Organization (WIPO)  
in cooperation with  
the Government of Australia  
and  
the Forum Secretariat

**Port Vila, Vanuatu – September 3 and 4, 2003**

PROGRAM

Wednesday, September 3, 2003

	<u>Theme I</u>	Fundamentals of IP Awareness Building
14.00 – 15.00	Topic 1	The Benefits and Importance of IP Public Education and Awareness Building Activities
	Speakers	Mr. Mansur Raza, Senior Counsellor, Cooperation for Development, Bureau for Asia and the Pacific, WIPO  Mr. Peter Willimott, Assistant Director, Marketing Section, IP Australia
	Discussion	
15.00 – 15.15	Coffee Break	
15.15 – 16.15	Topic 2	Defining Overall IP Awareness Objectives
	Speakers	Ms. Alison Senti, Assistant Director, Marketing, IP Australia
	Discussion	
16.15 – 17.15	Topic 3	Identifying and Reaching Out to Target Groups
	Speakers	Ms. Alison Senti
	Discussion	

Thursday, September 4, 2003

8.00 – 9.00	Topic 4	Identifying Audience Needs and Program Development and Evaluation
	Speakers	Mr. Peter Willimott
	Discussion	
9.00 – 10.00	Topic 5	Developing Key Messages for Target Groups
	Speakers	Mr. Peter Willimott
	Discussion	
10.00 – 10.15	Coffee Break	

Thursday, September 4, 2003 (cont/...)

	<u>Theme II</u>	Developing and Implementing Public Awareness Activities
10.15 – 11.15	Topic 6	Developing Targeted IP Awareness Publications and Material: Maximizing Impact with Minimal Investment
	Speakers	Mr. Mansur Raza Ms. Alison Senti
	Discussion	
11.15 – 12.15	Topic 7	Organization and Conduct of IP Awareness Seminars
	Speakers	Mr. Peter Willimott
	Discussion	
12.15 – 14.00	Lunch Break	
14.00 – 15.00	Topic 8	Building Strategic Relationships and Networks
	Speakers	Ms. Alison Senti
	Discussion	
15.00 – 15.15	Coffee Break	
15.15 – 16.15	Topic 9	Advanced IP Awareness Activities and Resources: Use of Internet/Multimedia; Obtaining Sponsorships; Relationship Marketing
	Speakers	Mr. Peter Willimott
	Discussion	
16.15 – 17.15	Topic 10	Evaluation of IP Awareness Activities
	Speakers	Ms. Alison Senti
	Discussion	
17.15 – 17.30		Closing Ceremony

[End of document]