

Promoting what to whom?

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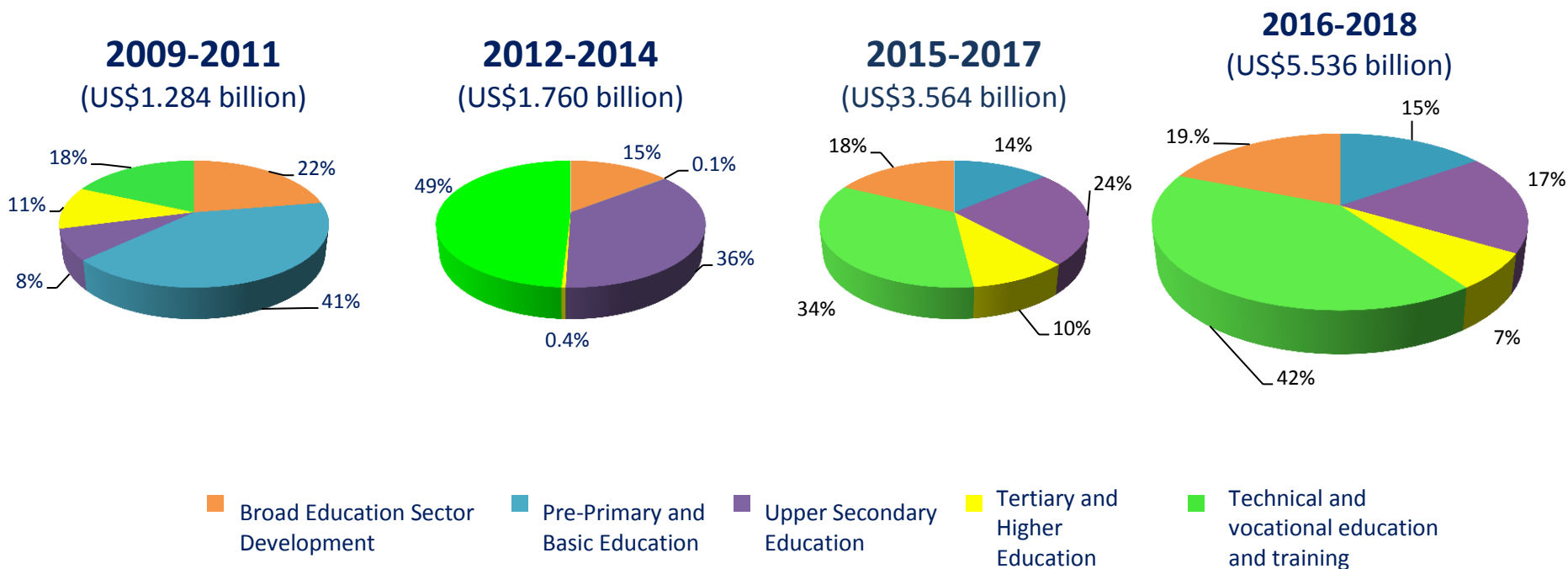
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Promoting what to whom?

- Promoting TVET to increase demand is good if the product is good/ appropriate
- Promote the job not the course
- Before asking people to invest their time and money, understand their interests and concerns
- Target communication approaches accordingly

ADB's Shifting Focus Towards TVET



Updated as of 26 April 2016.

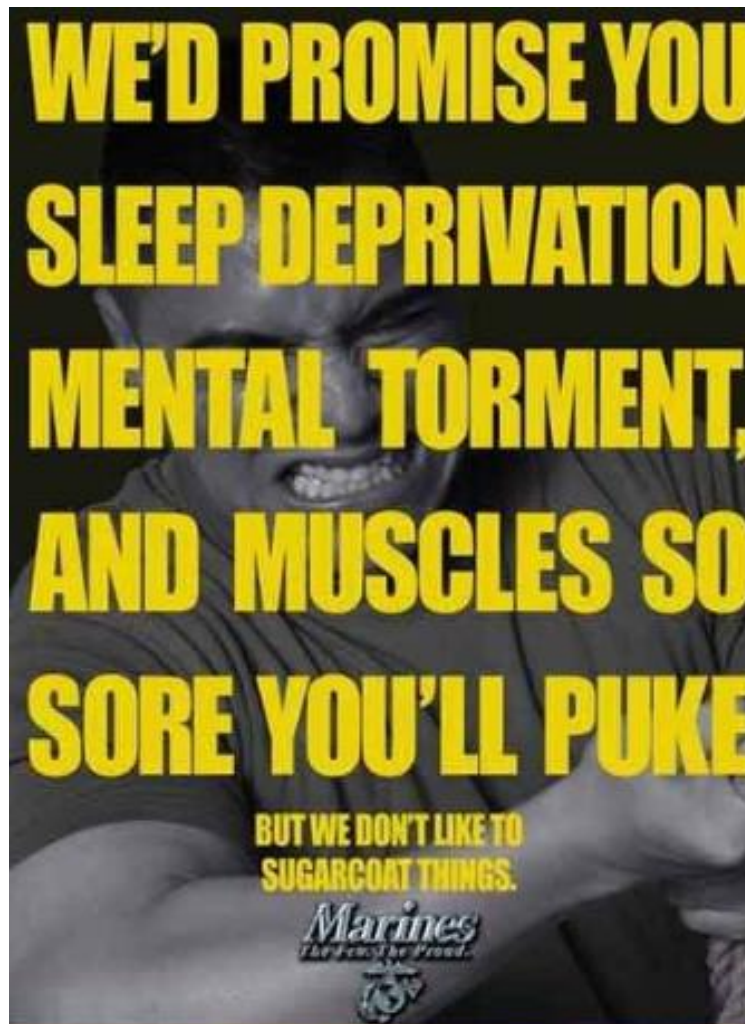
Promoting what to whom?

Genuine and growing demand for education and training stems from recent changes in society, demanding new skills and knowledge, in tune with economic demand and with the aspirations of young people.

Promoting what to whom?

Sell the job, not the course

The exception



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MENTAL TORMENT,
AND MUSCLES SO
SORE YOU'LL PUKE**

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Promoting what to whom?

Before asking people to invest their time and money in TVET, understand their interests and concerns. Market research also leads to market segmentation. Market segmentation describes how groups of people respond differently to products etc.

Example – employers (from Australia)

The approach

The market research and subsequent analysis identified three market segments among employers. These are identified in the figure below.

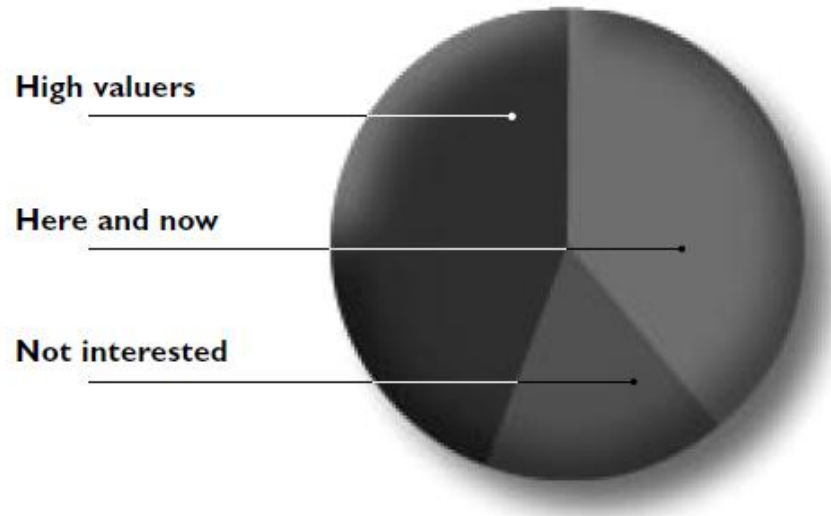


Figure 1: Employer Segments

Example – distinct needs (from Australia)

Indifferent >		Aware >		Ready >		Doing it High valuer	
				Here and now			
Not interested							
■ Create awareness	■ Improve ability to act	■ Reinforce value	■ Reinforce value	■ Reinforce value	■ Reinforce value	■ Reinforce value	■ Reinforce value
■ Enhance benefits	■ Address barriers	■ Improve delivery	■ Improve delivery	■ Improve delivery	■ Improve delivery	■ Improve delivery	■ Improve delivery
		■ Increase urgency	■ Increase urgency	■ Highlight hidden benefits	■ Highlight hidden benefits	■ Highlight hidden benefits	■ Highlight hidden benefits
		■ Enlist credible influences	■ Enlist credible influences	■ Use extrinsic rewards	■ Use extrinsic rewards	■ Use extrinsic rewards	■ Use extrinsic rewards

Table 1 Employer segments overlaid on behaviour change continuum and strategies targeting the segments

Example – learners (from Australia)

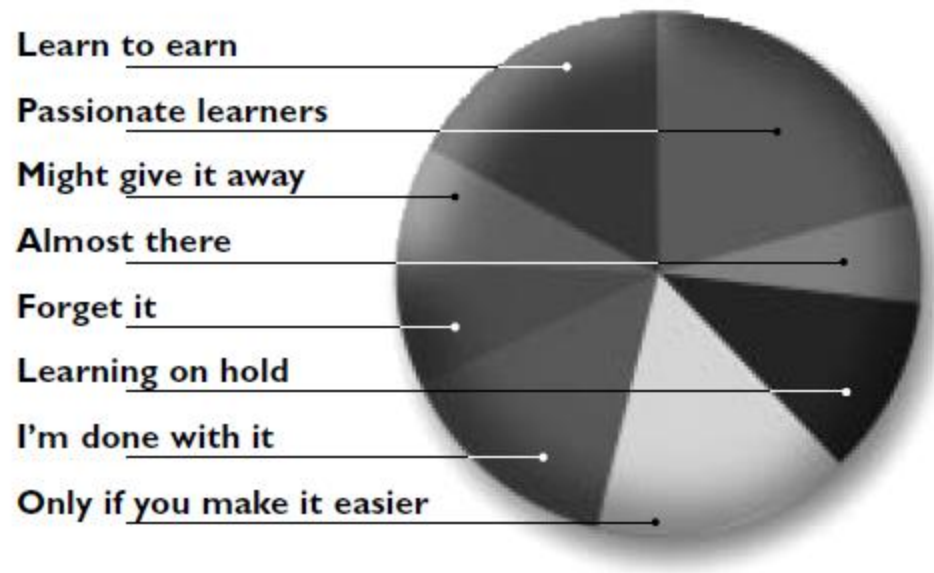


Figure 3: General Community Segments

Promoting what to whom?

Communication strategies are most effectively when well targeted, in line with need and aspiration, and well executed. Of course.