

**Communications Capacity Building Program for Developing Member Countries'
Communications Offices**

27-29 August 2019

Welcome Remarks

Speaker: Vicky Tan, Principal Director, Department of Communications,
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Welcome. This is the first capacity building program that we, Department of Communications, have done with communications colleagues from around the region. We are very pleased to be here with you today and we look forward to sharing ideas and experiences with you all.

Given the increasing demands of key stakeholders for information, transparency and accountability on governments and international financial institutions such as the ADB, how can we then as communication professionals, help shape the narrative and make clearer the development agenda and the impacts of our work?

We know that Change is a constant in the work that we do and is a defining feature of the communications role. Things in our organizations move quickly, often in areas which are rarely fully in our control and involve numerous counterparts – internal as well as external.

We saw the speed and complexity of work in the communications space and how it has increased tremendously in the last decade. There is the twenty-four hour news cycle. There is the power and speed of the internet, there is of course social media, and there is the instantaneous release and sharing of information through social media. The role of traditional media is also evolving. How do we then reconsider, reconfigure the ways we think about our roles and the ways we work to cope with and take better advantage of such change?

Today and for the next two-and-a-half days, we hope that you will be in this conversation with us as we learn from you about how you are able to adapt, craft and position your communications strategies, make better use of the many channels of distribution to reach key audience, and build the trust which enables the environment for dialogue and engagement in support of the development agenda of your countries.

Thank you for your active participation.