



Marketing and Communications

Report for the Term
2003 – 2006

Presented to
The Tenth Ordinary Conference
Dubai, 15-17 September 2006



THE
WORLD
FEDERATION

OF KHOJA SHIA ITHNA-ASHERI MUSLIM COMMUNITIES

Registered charity in the UK No. 282303



1 INTRODUCTION

This report outlines the activities undertaken by the Marketing Communications team during the term 2003 – 2006.

2 DISCUSSION

The team structure formed at the beginning of the term, and now consists of 7 volunteers from around the world.

2.1 Newswires

This weekly publication is sent to our subscribers via email, which allows us to display a digestible amount of information, with the option for them to click on a link to view more information.

The newswire is currently sent out to 2,964 subscribers. Since its inception each article has received an average of around 300 visitors.

- 2.1.1 In addition, the team has focussed on delivering information to those without email access by producing a condensed two page; printer-friendly newswire. This is specifically designed to be displayed on Jamaat notice boards.

Versions of the condensed newswire are translated in French.

- 2.1.2 The principal function of the newswire is to inform members of our community on activities and new projects undertaken by member Jamaats, Regional Bodies and of the World Federation. The Newswire also appeals for funds for various Relief funds operated by the World Federation and its affiliates.

We also include a 'thought of the week' section. This contains Ahadith from our Prophets and Imams. The team also publishes the 'calender of events' which contains information of the forthcoming Islamic events such as Wiladats for the oncoming fortnight. We have included articles on the Aimmahs' life and lessons and aimed to use the weekly newswire not only to inform but also to enlighten the community with important Islamic information.

2.2 Insight Magazine

The Insight Magazine is published twice annually, in order to highlight recent activities; as well as providing focus on the activities during the intervening period.



The World Federation distributes the following number of Insight Magazines globally:

USA	800 Copies
UK	2500 Copies
Others	1000 Copies
Canada	2500 (via Nasimco)

2.3 Infocus Magazine

Launched early this year, this magazine focuses entirely on a specific issue in a single issue. The first issue of Infocus was dedicated to the Seniors Advisory Board (SAB), and the next issue will deliver an important message of Ramadhan Relief

2.4 Website Development

The Communications Team is currently working in co-operation with IT professionals to produce a new-look website, in order to present information in a clearer, user-friendly format. This project is currently undergoing implementation. The team has encouraged grassroots consultation together with the use of modern online research tools.

2.5 History Section of Website

In order to provide any external visitors to our website information on the history of the organisation; we have updated the “About Us” section during this term.

3 RECOMMENDATIONS

- 3.1 During the next term, the communications team will focus on the delivery of a new website, suitable for our community's needs.
- 3.2 A thorough review will occur of the entire communications strategy of the World Federation. The team will develop a new vision of communications and view the feasibility of future strategy. Emphasis will be placed on modernising the methods of communication, working with Regional Bodies in order to deliver more effective communication.
- 3.3 A “Did You Know” section will be added to the newswire, with facts pertaining to the history of the community placed in each weeks newswire in order to educate the community.
- 3.4 Publishing the condensed version of newswire in Gujarati and French, to reach out to the Non-English speaking audience of the community.