



P . A . B

Professional Accreditation Body

MARKETING AND ADVOCACY POLICY

Through the application and implementation of this policy, PAB will devote more time to **public relations**. We envisage that this practice will help educate stakeholders that the NQF and PAB has "something to offer for everybody" in the sector. It will help PAB to communicate the NQF's message by initially targeting that message very specifically to identified and specific groups.

This policy will assist PAB to establish communications objectives, target our audiences and determine what communications tools would best do the job. We envisage an expansion to include annual reports and brochures, develop publications and expand our current advertising initiatives in a more focused manner.

Initially, PAB sent out press releases, but this initiative did not afford the ETQA with the access to target audiences that required the services of the ETQA. This led to an on-going debate about whether it was better to have a public relations professional in the job, who after all, would understand the portfolio better.

Marketing

As part of our Marketing policy, PAB encourages a two-way communication with the stakeholders in our scope of accreditation. In this scenario, we interface with "this is who we are, this is what we do, this is when and where we do it and for whom. This is a completely legitimate approach under many circumstances, such as promoting the quality assurance services to a group of Institutions requiring accreditation in the field of Health and Skincare Therapy.

For the next phase of the Marketing initiative, PAB will be aligning our goals and objectives with the interest of the learner, assessor, moderator and Institution operating in the field of Health and Skincare Therapy. In doing so, PAB will be reviewing our marketing in terms of the needs and desires of our sector to find out what our constituents want and need, and changing, when necessary, to meet those needs.

The research tools PAB proposes to use incorporate aspects such as surveys, constituent analysis, needs analysis and other feedback mechanisms such as national forums so that there is a mutual understanding and respect for the exchange activities that are taking place. This initiative is not novel, but expands on the on-going dialogue with our sector to date.

Advocacy

As part of our Advocacy policy, PAB will initiate a deliberate, sustained effort to raise awareness of issues related to quality assurance. It is anticipated to be an ongoing process whereby support and understanding is built incrementally, using a variety of marketing and public relations techniques.

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PAB believes that advocacy is not an instant solution and that it may take time for results to be manifest. However, with a sustained advocacy programme there will be definite development indicators.

The tools that PAB proposes to use for public relations and marketing are also going to find application in advocacy: promotion, media relations, networking, relations with other ETQAs, policy development, advertising, lobbying, presentations, new releases, public speaking....

Summary

PAB Public Relations, will include the activities by which PAB establish and maintain open, two way communication between the ETQA and the various stakeholders. It is telling the NQF story in a way that the message reaches the target audiences. "This is who we are, this is when and where we do it and for whom..."

PAB Marketing will be human activity directed at satisfying wants and needs through an exchange process. It will focus on finding out what stakeholders want and need, and then responding to those needs. "Who are you, what do you need, how, when and where can we best deliver it to you?"

PAB Advocacy will be a planned, deliberate and sustained effort to raise awareness of quality assurance issues. Advocacy will focus on collaboration and implies that "We will provide assistance by what we have to offer."

The PAB marketing strategies will require an interaction of the components of the marketing mix for discussion with the current Marketing and Advocacy consultant as well as the Advisory Committee and Governance structures of PAB:

- Revision of the PAB service,
- Identification of target audiences
- Consideration of the increase of the budget item
- Identification of publicity options to let people know of the changes
- Collecting the needs of stakeholders
- Through our research initiatives, need assessments, service evaluations and strategic planning goals PAB will identify possible marketing solutions.

PAB M&A Objectives:

The objectives should be **specific, measurable, action-oriented**, with responsibilities stated and **timed**.

PAB M&A Target Groups:

PAB will identify the individuals and groups who are essential to the achieving of our objective.

PAB M&A Develop Strategies: What?, Where?, When?, Who?, How?

- **What** are the obstacles? Through focused discussions with the PAB Advisory Committee, obstacles must be anticipated so that success is not thwarted by an unexpected development.
- Does PAB have enough funds?
- Is there enough time?
- Are there any biases that may get in the way?
- Are there differing perceptions or expectations?

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- **Where** is the most appropriate place for PAB to communicate with our target audience?
- **When** is the most appropriate and convenient time for the PAB target group to hear from PAB?
- **Who** will be responsible for delivery, presentation of M&A information?

PAB M&A Communication Tools:

Only after the Advisory Committee and PAB governance structures have determined the strategies can PAB find the best communication tool to do the job.

PAB M&A Evaluation:

Measurement of PAB objectives must be formulated in the form of a checklist.

PAB Marketing Plan Worksheet

Date:	Project No:
1. Objective(s) What is it PAB wants to achieve? It must be time-specific and measurable.	
2. Target Group(s) Whom does PAB want to reach? What does PAB know about them, their priorities and interests? What does PAB need to find out? Who will give PAB the information we want? What research might PAB need to do?	
3. Strategies What? (the obstacles)— What are the things that will get in the way of PAB reaching the objectives? (Money, time, physical resources, biases, stereotypes, opposition, not knowing enough about the target group) Where? Where is the most appropriate place for PAB to communicate with our target audience? When? When is the most appropriate and convenient time for PAB target group to hear from us? Who? (is going to do it?)Who has the most credibility? Who is the best "match" for the industry? How? (the message)	
4. Communication Tools What could be used? What will be used?	
5. Evaluation Decide now <i>how</i> PAB will measure if objectives are achieved.	

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Current PAB Marketing & Advocacy initiatives

As part of its vision of a high level of professionalism within the industry, the marketing strategy has been adapted to include the promotion of the NQF principles such as the advocacy of the primary focus, levels, qualifications and standards for which PAB has been accredited. The learning and quality promotion strategy focuses on the creation of awareness amongst constituent providers, learners, communities and stakeholders. Annual national and international congresses will serve, as in the past as a platform to inform constituent members of new developments in the industry and to raise the awareness of quality assurance processes.

Information on www.pab.org.za

Information pertaining to Providers

The **PAB ETQA** has initiated a few avenues to address marketing and advocacy. The website being one of these. We also intend to interface with the respective SETA's that we have entered into a **MOU (Memorandum Of Understanding)** with. The **PAB ETQA** will be filtering information through this channel in unison with the information dispersed through the Regional Forums. **For more information on the Regional Forums please select that option on the task bar.** This avenue of communication is aimed mainly at reaching the providers. The **PAB ETQA** is relying on the providers to disperse information to the learners and will be checking their marketing and advocacy campaign to ensure such an activity. It is the duty of a provider and a reflection of their commitment to the learner that they inform the learner of study options, career paths, how and where the learner may apply these skills and the content of their learning program.

Information pertaining to Learners

If you are interested in enrolling as a learner you need to source a provider closest to you that is listed as such. **For more information on these please refer to "Accredited Providers" on the task bar.** You may also contact the offices of the **PAB ETQA** at the numbers listed under "**Contact Details**" on the task bar should you require more information.

It is imperative that you as a learner request that a provider be accredited with the PAB ETQA before you enter into any training contract with them.

Workshops

Workshops for the providers will be incorporated into the monitoring interventions trips planned across the country, on an annual basis. The schedule for this will be posted on the website as well as the Facebook page.

Breaking news

This section will contain updates and news flashes of important dates, issues and achievements within our industry.

PAB ETQA information

The **PAB ETQA** contact details:

Electronic contact:

Email: pab.etqa@gmail.com

Web: www.pab.org.za

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Postal Address:

Postnet Suite 180, Private Bag X06
Waterkloof, 0145

Physical Address:

2 Einstein Park
102 Witch Hazel Road
Highveld

Publications in journals and magazines

The publications include:

- PROFESSIONELLE Trade magazines
- LES NOUVELLES ESTETIQUE
- PROFESSIONAL BEAUTY
- CIDESCO LINK
- FLAUNT
- A CAREER IN BEAUTY

Facebook Page

PAB to conduct research in terms of provider involvement and utilising of Facebook as a communication/marketing tool. Facebook is currently the largest social networking site globally, and most learners will have profiles registered. This will therefor be wonderful tool for providers to utilize for communication with current and previous learners. In creating a PAB Facebook page, we will be able to utilize this for communication and access to information of providers and learners.

Future PAB Marketing & Advocacy options

eMarketing	ETQA Networking	Address Book Expansion	Marketing Letters
TeleClasses	Free Reports	Website	Ezine
Business Groups	Promotional Materials	Strategic Alliances	Referrals
Advertising	Conferences	Public Relations	Writing
Public Speaking	Endorsements	Community-building	Other

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