

Customer outreach

A key element of ISO's customer focus strategy is communicating, informing and educating ISO's current and future customers. To this end, ISO undertakes various means to get closer to the customer. The following are some examples undertaken in 2009:

CEO package – ISO launched a new communication package, specially developed to give top managers a concise overview of the benefits to their organizations. *Today's state-of-the-art global solutions for CEOs* consists of an attractive brochure and accompanying Power-Point presentation (both also available in French) which explain to busy managers the advantages of putting International Standards on the leadership agenda.



Surfing on hot topics – ISO, in collaboration with IEC, held the 2nd Marketing and Communication Forum in December 2009. Over 100 marketing and communication experts from more than 60 organizations from around the world attended. The event promoted the exchange of views and experiences, and looked at new opportunities for communicating on standards and standardization activities and increasing their use and sales.

"ISO Café" expands its menu – ISO updated its special Web site section known as the "ISO Café". In addition to information about ISO and its activities, journalists, students and teachers can find an overview and examples of international standardization in one convenient location.

