



“Elections and Communications – The Role of Election Management Bodies in Conducting and Facilitating Effective Communication”

29th ACEEEO Annual Conference

Tamar Zhvania

President of the ACEEEO

Chairperson of the Central Election Commission of Georgia



Communication Vision of the Election Administration

Well-coordinated, effectively managed communication, which responds to various informational demands of the EA and society

Main Goal of the strategy

Timely deliver objective and reliable information to voters about electoral process as well as about the activities of the EA

Resources

Website, social networks, media outlets, field meetings with voters and informational resources of the nongovernmental organizations working on civic education

Your Choice Is The Command!

Two main stated strategic priorities of communication

- External communication
- Communication with electoral stakeholders

KEY AUDIENCE

Youth
Women
Persons with disabilities
Ethnic minorities
Internally displaced persons

voters

Electoral
stakeholders

Political parties/election subjects
Local and international non-governmental organizations
Local and international observation missions
Media
Diplomatic missions accredited in Georgia
Central and regional state entities of Georgia
Election Administrations of other countries

COMMUNICATION INSTRUMENTS

- ✓ Web-page
- ✓ Social Networks
- ✓ Slogans
- ✓ Social and Informational Advertisements
- ✓ Social Campaigns
- ✓ Call Center
- ✓ TV spots

COMMUNICATION CHANNELS

- ✓ Working group for ethnic minorities
- ✓ Working group for persons with disabilities
- ✓ Technical Working Group
- ✓ Standing Commission on Gender Equality
- ✓ New platform "Discuss Together"
- ✓ Meeting with political parties



**Your Choice
Is The Command!**



360° LIVE



»» Media Center

Elections 2020



CEC
Election
Administration
of Georgia



Your Choice Is The Command!

TALK to VOTERS



**Your Choice
Is The Command!**

Young Voters and Their Engagement in CEC Led Activities, including

“Youth Camps” – Brand-New Educational Project of Election Administration
Launched in Summer

“Electoral Development Schools” – A Rather Old Successful Educational Project which has
been Further Expanded into “Winter School”, for the First Time Launched in Winter

Your Choice Is The Command!

» YOUTH AS TARGETED AUDIENCE

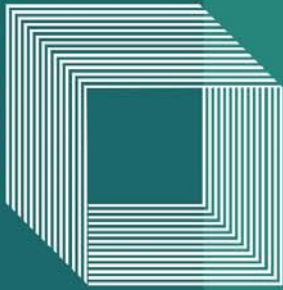
First time voters:

- Personal letter intended as an incentive

- Bar code used as an innovative mean to spread election related information

Your Choice Is The Command!

Elections 2020



CEC

Election
Administration
of Georgia

Your Choice Is The Command!
Is The Command!