

Marketing Strategy for promoting Developing Country Experts

Introduction:

Impact-driven and sustainable South-South collaboration is undermined by inadequate utilization of the diverse technical resources currently available in the developing countries in the fields of RH, population and development. Existing experts of the South lend invaluable practical/ technical experience and expertise to these programs in their countries. Experts from the developing countries are as good as the ones from anywhere else in the world. There is further potential for adding greater value and effectiveness to the design and implementation of these programs across other countries. However, the mental models of individuals and institutions hamper them from using the technical resources from the South. In addition, insufficient information, weak advocacy and the absence of appropriate hiring mechanisms also hinder their use.

The South-South Technical Advisory Service (STAS) strives to overcome these constraints by both creating and expanding opportunities for developing countries to more extensively share and benefit from each other's experiences in targeted reproductive health interventions.

A detailed survey was conducted which helped to identify current constraints and challenges that must be urgently addressed. Based on these findings, three viable strategies have been proposed for future action toward elevating the access to and utilization of developing countries' experts.

Strategies:

1. Information dissemination

Information on the availability of the southern experts must be shared as widely and as frequently as possible. An inset will be inserted in the corporate letterheads, voice mails, all printed advocacy materials developed in the Secretariat including the annual reports, program reports and Newsletter. This will spread the information on the database rapidly and widely to all **Partners'** contacts i.e. BM, PPCs, NY Liaison office, donor agencies, country level institutions and regional networks.

2. Quality assurance

The most paramount factor in sustaining good quality service in a competitive market is to regularly monitor the service delivered by the experts. Feed-backs received from the clients who use their services at the end of the contract and maintaining a track record for all consultants on the services they provide are crucial. Consultants will be deployed in groups based on the type of assignments. A ranking system will be established and followed internally for grouping the experts in categories of high, medium and low based on their demand of services.

3. Capacity building

Based on the feedback received, capacities of the consultants will build to close the gaps in skills requirement and improve future services. Consultants need to be periodically oriented and updated on client needs, standards and procedures.