Workshop II A: "How a digital strategy can enhance think tank management, research and communications"
Time: 14.00-16.00, 19th June

**Resource Persons:** Vaqar Ahmed (SDPI, Pakistan); Enrique Mendizabal (Mendizabal Ltd/ Independent Expert on Think Tanks (UK and Peru); Nicholas Scott (ODI, UK); Peter da Costa (Hewlett Foundation) (Facilitator)

**Preamble**
Many think tanks are currently exploring the potential for digital technologies and tools to enhance their management, research and communications. In doing so, some organizations are recognising the need to have a digital strategy, which helps them to clarify their own definition of ‘digital’, and to describe what this means to them both conceptually and in practice.

**Objectives**
The workshop will:

1. provide a starting point for think tanks to begin thinking of a digital strategy that fits their context, capacity and institutional needs
2. help think tanks determine when, if and how they should take advantage of various digital tools and applications for management, research and communication of their work internally as well externally

**Approach and outcomes**
The workshop will articulate why think tanks should develop and implement a digital strategy. It will focus on ways in which digital approaches and tools can strengthen the three core business functions of think tanks - management, research and in particular communications. Participants will have the opportunity to update their knowledge on the state of the art, seek advice on the choices and trade-offs to be made given their specific external as well as internal contexts, and determine how best to pursue a digital strategy in their specific organizational context.

All resource persons will be involved in arriving at a shared definition of a digital strategy. Enrique Mendizabal will lead discussions on making the case for a digital strategy, and will be joined by Nick Scott in stimulating exchanges around what a digital strategy looks like. Vaqar Ahmed will present the case of SDPI’s experience with web-TV as a live example of how a think tank is deploying an innovative element of digital strategy to deliver enhanced impact. Each resource person will run a clinic involving 6 to 8 participants. Participants can go online and critically examine their organizations’ websites, videos, intranet, email outreach and other elements of digital strategy (each participant is requested to bring their laptop and be connected to the Internet). The resource persons and facilitator will offer advice and help draw key lessons from the clinics that will be packaged along with a set of recommendations arising from the discussions.

Prior to the Exchange, the resource persons will start a blogging conversation around digital strategy for think tanks (using the onthinktanks and IDRC platforms), to generate interest in the topic and prepare for the workshop itself.