



Recommendation from Workshop

Association of Pakistani Professionals

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FOR US AUDIENCE

For Community Org./ Institutions

- Brand Pakistan Networking
- Mela (like at Asia fest at South ferry)
- Visits to Pakistan
- Collaborate with South Asian to Create Trips
- South Asia Studies to include Pakistan in Schools
- Philanthropy (small clinics with Pakistani Dr)
- In Elections choose your candidate and make your vote count
- Make political donations count by giving in bulk
- Thank you campaign from the Pakistani people to the US Govt for their support in Kashmir earthquake goodwill campaign
- Encouraging academic courses
- Promote individuals in arts
- Website with contacts/ key people
- Create new media website for digital community
- Involvement in local politics
- Volunteer with US organizations
- Sponsorship & Support of emerging talent
- Pakistan Mela to be done by multiple organizations (Eid/ Ramadan)
- Start exchange program (eg: Dil)
- Celebrate week (eg. Black History month)

FOR GLOBAL AUDIENCE

- Ethnic product availability
- Create Media Watch group
- Writing blogs
- Create documentaries
- Pod casts
- Postcards

By Individuals

- Representation on Council Town Meetings
- Define Identity "Modern & Democratic"
- Representation on local town meetings
- representation in schools, PTA
- Put a small Pakistan badge on any accessory Item

Be Proud Pakistani

be Proud to be a Pakistani
Increase Pakistani Knowledge
Politically engaged
After Catastrophe (eg. Katrina) get involved
Speak out on issues (Letters to editors etc.)
Create Media
Get involved in American Issues
PTA involvement
Mentorship of Pak Artists/ Professionals
Pakistanis to invite Americans to their homes on Eid/ Ramadan
Involvement in domestic Philanthropy

By Gov of Pakistan

Better/ Friendly Face
Better PR
Human Rights issue
Promote Tourism

Form Partnership
Invite PBS & Documentary
Security of Tourist
Have PR training for all officials traveling/ working abroad
Promote Pakistan through USAID
Advertise the talent of Pakistani people
Sponsor exchanges of students

Proactive media
Global AD campaign with an integrated media strategy
Agreement of Definition of identity of Pakistan