

# ANTIGUA & BARBUDA CUSTOMS & EXCISE DIVISION

**BUILDING AN INFORMATION PLATFORM IN A SMALL AND  
DEVELOPING STATE**

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**“Secure and Serve”**

## KEY STRENGTHS

- Favorable Relationships with public and business community
- Expanding Economy
- Strong Leadership

# Communications and Public Relations Team (CPRT)

- It seeks to:
- Create awareness of the operations of the Customs and Excise Division
- Sensitise stakeholder community about new and ongoing initiatives
- Update public regularly about important developments
- Manage internal communications so officers and staff can be kept abreast about programmes, activities and initiatives





# CHALLENGES

- Information deficit between Customs, general public and key stakeholders
- Extremely limited budget
- Limitation with creative and technical support.

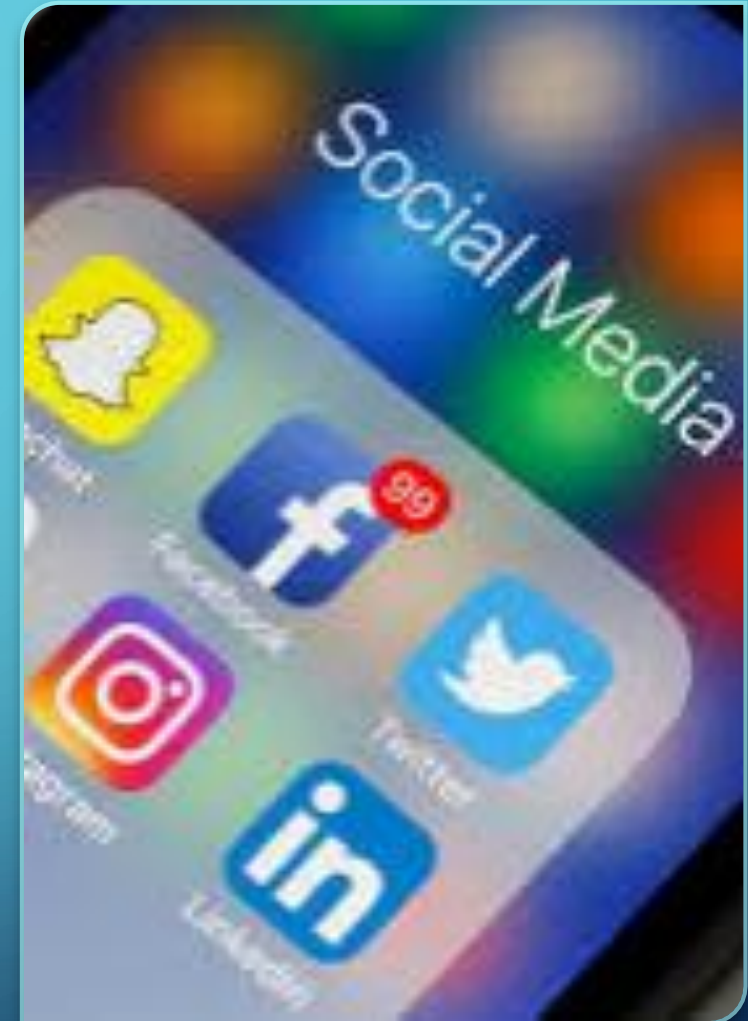
# TOOLS & REQUIREMENTS



- The tools available to the CPRT are limited to the following:
- **Website**
- **Social Media (Facebook, Twitter, Instagram)**

# SOCIAL MEDIA

- Expansion of platforms to include Twitter, Instagram, Twitter and LinkedIn.
- Dedicated budget to support boosted posts for guaranteed reach to segmented audience.
- Development of Info-graphics as content to enhance social media pages.



# MEDIA UNIT



- Creation of fully equipped and staffed Media Unit to undertake all public relations and marketing activities.

## NEWSLETTER:



- **KEY BENEFITS:**
- Improve internal communications and boost staff morale.
- Effective tool in communicating with key stakeholders, local and international business partners.
- Enhance website offerings.



# CONCLUSION



- The Antigua and Barbuda Customs and Excise Division has been a constant high performer in the operations of the Government for the past decade. It operates in a dynamic global environment that is persistent shifting to meet new innovations and technological improvements.

## CONCLUSION CONT....



- The CPRT, as a key and necessary imperative, must keep pace in ensuring that all key stakeholders are fully aware of the next level improvements that are available to customs in this small state.
- Anything less will be to our disadvantage and render the gains of the past few years ineffective in building relationships with an expanding business community and key government agencies.