



Introduction

BIFA Overview

Using BIFA

Comments

Architecture Review

Projects

Agreements

Outreach

Next Steps

Strategies and Tactics for Outreach

BIFA Workshop #2

BIFA Outreach

- **Define the Outputs – what it is we need to tell folks about**
- **Define the Audience – who is it we need to reach out to**
- **Discuss some ways to reach out – media and methods**

BIFA Outputs

- BIFA outputs in 3 forms, all linked together
 - Database
 - Web Site
 - Document



BIFA Audience

- **Who is the target audience that needs to know about BIFA and how to use it?**
 - **Planning organizations**
 - **Border Services / Protection**
 - **Transportation operators**
 - ...
 - ...



BIFA Outreach

- **How to reach out?**
 - **Publicize web**
 - **Email to contacts**
 - **Conferences / Working Group presentations**
 - **Direct presentations to new stakeholders**
 - **...**





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Next Steps

- Capture inputs from this workshop
- Update document / web site
- Accept final comments
- Make final outputs available



Thank You!!!