



Invitation to the Secretary-General: LinkedIn Influencer interview with the Secretary-General and visit to the LinkedIn Offices

Jackilyn Punsal to: Alison Corbet, Jacqueline Ayivor

21/04/2014 05:20 PM

Cc: Jaya Dayal, Darrin Farrant, Wook-Jin Chang, Josiane Ambiehl,
Alexandra Barahona Posada, Sebastien Lawson, Rommel Maranan

Dear DPI Colleagues,

I am writing on behalf of Josiane Ambiehl.

I refer to the note from Mr. Launsky-Tieffenthal to Ms. Malcorra dated 7 April 2014 (our reference # 14-02852), recommending the Secretary-General participate in the LinkedIn Influencer Interview and visit to the LinkedIn Offices located in the Empire State Building.

I would like to inform you that the Secretary-General has agreed to participate in the interview. Our office would like to propose the time frame of 11:30 a.m. to 12:30 p.m. on Friday, 30 May 2014. Grateful for DPI's feedback on the proposed time slot. Copied in this email is Alexandra Barahona Posada, First Officer in the Scheduling Office, who will be in touch with your office for the scenario for this interview, and Sebastien Lawson, who will be in touch for any preparatory material for Secretary-General.

Thank you and best regards,
Jackilyn

Ms. Jackilyn Punsal
Scheduling Office of the Secretary-General
Executive Office of the Secretary-General
United Nations
Room S-3862
Tel: 212-963-7428
e-mail: punsal@un.org

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NOTE TO MS. MALCORRA

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EXECUTIVE OFFICE
OF THE SECRETARY-GENERAL

LinkedIn Influencer interview with the Secretary-General

As you know, the Secretary-General was launched as a LinkedIn Influencer in September last year. His presence on the platform has been a resounding success; he now has more than 370,000 followers and his updates are viewed many thousands of times.

LinkedIn recently launched a new initiative in the form of Influencer interview sessions, in which the platform's Executive Editor meets with important "thought leaders" to discuss their key goals and agenda. The first edition with Mr. Jim Kim focused on the World Bank's efforts to end poverty, and proved very popular, demonstrating the effectiveness of LinkedIn as a key outreach platform.

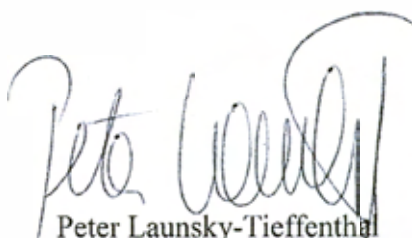
LinkedIn have requested an Influencer interview session with the Secretary-General, to take place at the LinkedIn offices in the Empire State building. LinkedIn will use its considerable resources and reach to promote the interview online, on social media and through news outlets. The interview would also afford the Secretary-General an opportunity to highlight climate change ahead of the Summit.

Additionally, the occasion represents a chance to capture images of the Secretary-General's visit to an iconic New York landmark and to highlight his active participation in the New York City community, following the very positive response to the Secretary-General's recent visit to Times Square.

The interview would last for no longer than 20 minutes and roughly one hour would be required for the visit in total. We also recommend that the Secretary-General receive a detailed briefing in advance by his Spokesperson on the format and content of the interview.

We would be most grateful if time for the interview before the end of June could be found in the Secretary-General's schedule, which will be accommodated by LinkedIn.

Thank you.



Peter Launsky-Tieffenthal

7 April 2014

cc: Mr. Amdur
Mr. Dujarric

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