

Communications Brief: FSM Finance Officers Conference 2025

Horizontal banner



Visual identity, Theme & Taglines for FSM Finance Officers Conference 2025 (June 13th to June 19th 2025)

The Finance Officers Conference 2025 offers an opportunity to bring together financial leaders from across FSM's four states, providing a platform to share progress, challenges, and innovations.

This communications brief presents a proposed theme for the 2025 conference, and a set of taglines to guide public-facing communication.

1. Proposed Theme for 2025 Finance Officers Conference

Proposed Theme:

"Unity and Prosperity": Strengthening Systems for Tomorrow

Building on the 2024 theme — 'Strong Public Finance Driving Inclusive Sustainable Development' — this year's theme focuses on Unity as a premise for prosperity and an strong combination to bring closer together the remote FSM States. All while introducing a forward-looking tone

that reflects FSM's ongoing transition toward digitalization, data-driven policy, and public service resilience. This is also in-line with the FSM government digital strategy that will be released soon.

2. Logo Concept for the Finance Officers Conference

FSM FINANCIAL OFFICER CONFERENCE 2025



Unity: Italic...

FSM Financial Officer Conference 2025

"Unity and Prosperity": Strengthening Systems For Tomorrow

Collateral Comms materials:

For the Banner: Include the sleeping lady profile at bottom as is Kosrae

Templates for PPT: with sleeping sisters... plus logo and States.

Merchandising: maybe a shirt, maybe hat, car sticker

Communicating to the public:

Before the conference: Internal to Stakeholders, receiving an email, agenda, PPT, etc

During: Photo coverage, Comms Material printed

After: Press release for web and Kpress.

3. Messaging Framework & Taglines

- **Messaging Pillars:**

Transparency and Accountability
Digital Public Financial Management
National Capacity, Local Impact
Inclusive, Citizen-Focused Finance

- **Suggested Taglines:**

"Accountable Finance, Empowered People."
"One Nation, One System, Many Voices."
"Empowering States, Strengthening Systems."
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"PFM-II: Building Capacity, Building Trust. "
"Modern Finance for a Resilient FSM."
"Digital Tools. Transparent Goals "
"Public Finance that Works for Everyone."

- **Optional Hashtags for social media:**

#FSMFinance2025 - event- or year-specific option
#FSMFinance691 – relates to the phone code people use so often in FSM
#AccountableFSM - highlights transparency and accountability
#PFMReformFSM - for use in institutional updates or donor-facing posts
#FinanceInMotion - a nod to the "PFM Motion" logo theme
#StrongPublicFinance - pairs well with sustainable development messaging
#DigitalFinanceFSM - reflects modernization and digital transformation