

WORLD  
INVESTOR  
WEEK 2023

# IOSCO WORLD INVESTOR WEEK CAMPAIGN IMPLEMENTATION PLAN

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changing behaviors for good  
behavior to promote

Social marketing:  
Marketing social change: Changing

2019 (Be' ) (i) 19 (, ) (i) 9 (a) (l ) 9 (c) (ba) 2 (n) 9 (o) 2 (n) 14 (o) 14 29 ((a) (t) 9 (p) (n) 9 (Oa) (9di) 9 (a) (t) Be (99 (a) ((a) (t)





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*COVID-19 is now an established and ongoing health issue which no longer constitutes a public health emergency of international concern (PHEIC)*



9

BUDGET

10

C8 WIW WORKING GROUP

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[illegible]



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*performance*

*At Google, we believe that good data beats opinion*

*Marketing metrics: the manager's guide to measuring marketing*

## ANNEX II CAMPAIGN GUIDELINES FOR IOSCO MEMBERS

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