

# USAID Communications for Development Workshop

*Fiesta Royal Hotel, Accra (June 28-30, 2016)*

Tuesday, June 28, 2016	
8:30 – 9:00	<b>Arrival and Registration</b>
9:00 – 9:15	Opening by USAID Mission Director (Andy Karas)
9:15 - 9:45	Cocoa Break and Networking Ice Breaker
9:45 – 10:30	Keynote Address “Strategic Communications for Development” (Yao Anani Kuwornu)
10:30 – 12: 00	USAID Branding and Marking Update and Standard Operating Procedures (Yooku Atta-Bedu and Celia Zeilberger)
12:00 – 1:15	LUNCH
1:15 – 2:30	Feed the Future Branding and G2G Branding Breakout Activity and Share Back (Priscilla A and Benjamin A)
2:30 – 3:30	Audio/Visual Communications (Yooku Atta-Bedu)
3:30 – 3:45	Cocoa Break and Networking
3:45 – 4:45	Presentation Skills and Tools (Broghen Aitkin)
4:45 – 5:00	Close Day 1

Wednesday, June 29, 2016	
9:00 – 9:15	<b>Welcome and Day 1 Recap</b>
9:15 – 11:00	<b>Graphic Design (George Neequaye and Yooku Atta-Bedu)</b>
11:00 – 11:15	Cocoa Break and Networking Ice Breaker
11:15 – 12:45	Graphic Design Activity and Review (All)
12:45 – 2:00	LUNCH
2:00 – 3:30	Communication Delivery Tools <ul style="list-style-type: none"> <li>• Social Media (Yooku Atta-Bedu)</li> <li>• Mail/Chimp and Survey Monkey (George Neequaye)</li> </ul>
3:30 – 3:45	Cocoa Break and Networking
3:45 – 4:45	Communication Delivery Tools Continued <ul style="list-style-type: none"> <li>• Ghanalinks (Broghen Aitkin)</li> </ul>
4:45 – 5:00	Close Day 2

Thursday, June 30, 2016

<b>9:00 : 9:15</b>	<b>Welcome and Day 2 Recap</b>
<b>9:15 – 11:00</b>	<b>Organizing Complex Events and Activity (Yvonne Ocloo and Celia Zeilberger)</b>
<b>11:00 – 11:15</b>	Cocoa Break and Networking Ice Breaker
<b>11:15 – 12:00</b>	Strengthening Media Relations 1 (Sara Stealy)
<b>12:00 – 12:45</b>	Media Relations 2 - Partnership Design (Broghen Aitkin, Albert Oppong-Ansah)
<b>12:45 – 2:00</b>	LUNCH
<b>2:00 – 3:30</b>	Improving Writing Skills Presentation and Activity/Shareback (Success Stories - Celia Zeilberger and Reports – Broghen Aitkin)
<b>3:30 – 3:45</b>	Cocoa Break and Networking
<b>3:45 – 4:45</b>	Action Items (Broghen Aitkin)
<b>4:45 - 5:00</b>	Wrap Up and Closing (Celia Zeilberger)