Planning USAID/Ghana Events

Priscilla Addison USAID/Ghana Development Outreach & Communications Specialist



WHO ARE THE USAID/GHANA DOCS?



Priscilla Addison

Development Outreach and Communications Specialist

Email: paddison@usaid.gov



Yooku Ata-Bedu

Development Outreach and Communications Assistant

Email: yata-bedu@usaid.gov

DOC EMAIL: accraaidghanadocs-dl@usaid.gov

Events

Branding

What's your story?

Media Engagement



Press releases

TV/radio

Success stories



EVENTS

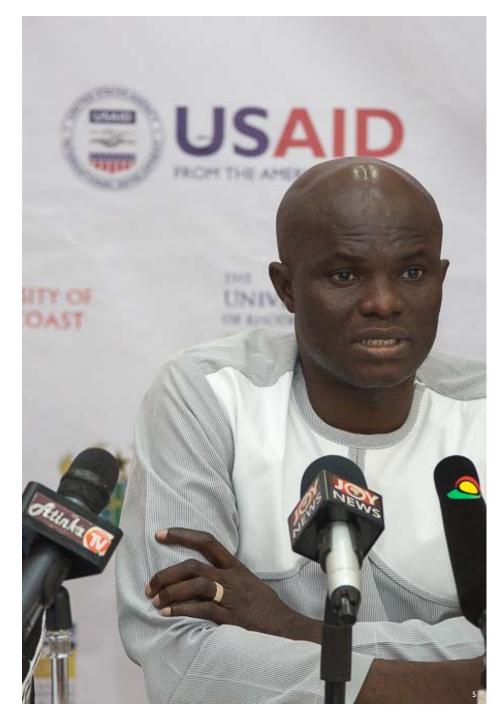
- Inform AOR/COR and DOCS about any upcoming events at least 3 weeks in advance
- Let's keep the media well informed. Any press release for an event *must* have DOCS clearance
- Banners and all branding materials must be also cleared by DOCS before printing

DO A WALK THROUGH OF THE VENUE WITH YOUR AOR/COR



SPEAKING TO THE MEDIA? Radio/TV/Press Conference

- NOTIFY: Prior to speaking with the media or attending any radio or TV interview, inform DOCS and AOR/COR
- **BUSINESS CARDS:** To ensure the media have your correct job title. Clarify that do not represent USAID or the U.S. government
- **RECORDER/I-PHONE:** This is for your protection, in case you are misquoted, you will have proof, so the media outlet can issue a retraction
- ON U.S. GOVERNMENT POLICY QUESTIONS: Please state that you are unauthorized to answer questions unrelated to your project. Refer journalists to the DOC team via accraaidghanadocs-dl@usaid.gov
- **BEWELL-PREPARED:** For radio/TV appearances obtain the questions that will be asked in advance and share with AOR/COR for DOCS clearance.



PRESS RELEASES & OTHER PUBLIC MATERIALS

- DOC clearances must be obtained for **all public materials (including banners)**
- Send all press releases at least 4 days before your event or prior to release
- As good practice, make sure you have a DOC-cleared press release for the media at your event
- Clearance must also be obtained on video pitches, final videos and success stories before they are published





BRANDING & MARKING PLANS

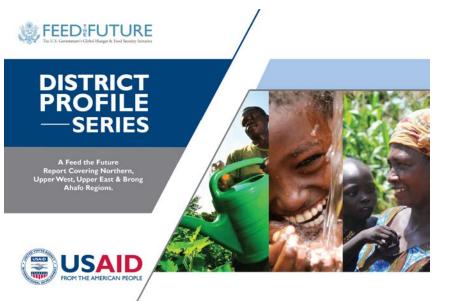
Consult your project's branding and marking plan.

All implementing partners are required to follow their approved branding and marking plan.

BRANDING YOUR EVENT

- The Podium
 - Branding should be hung on the podium
- Around the venue:
 - Pull-up banners around the venue
 - One pull banner just behind the speaker
- High table & press conference table:
 - Big branded banner behind high table of dignitaries
 - Name placards for dignitaries at the high-table and at press conference







GHANA GLANCE

- The Ghana Glance is a peek into USAID/Ghana's weekly activities and achievements—a digest highlighting our strategic partnerships in the areas where we strive to make a lasting impact: democracy and governance, economic growth, health and education.
- Audience: Internal USAID, implementing partners (Chief of Parties) and U.S. government officials
- Tell us what your projects are doing:
 - Write a 5-8 sentence paragraph.
 - Send us photos and links to articles online



GHANA GLANCE EXAMPLE



A polling agent prepares a voting booth on Election Day. Photo credit: Yooku Ata-Bedu, USAID/Ghana

The USAID-supported Coalition of Domestic Election Observers (CODEO) released its <u>post-election observation findings</u>. The findings show that Ghana's 2016 elections were overall credible and peaceful, and that results declared at the constituency level by the Electoral Commission were generally accepted by political parties and their supporters. <u>Expected Result:</u> Improved governance. <u>The</u> <u>Scoop:</u> <u>https://www.newsghana.com.gh/codeo-releases-post-2016-election-review/</u>

GET YOUR PHOTO FEATURED AS....

PHOTO OF THE WEEK IN THE GLANCE



A farmer stands on a rice field in Golinga, located in Northern Ghana, where Feed the Future trains farmers to use an innovative fertilizer application method called urea deep placement. Photo Credit: Kwabena Akuamoah-Boateng, U.S. Embassy

EVENT CHECKLIST & BEST PRACTICES

- ✓ Copy your AOR/COR on all correspondences to the DOC team
- \checkmark Inform us about all upcoming events at least 3 weeks in advance
- Do not extend an invitation to the Mission Director or the Ambassador directly, requests must come through the DOC team & AOR/COR
- ✓ Complete a USAID/Ghana scene-setter (inclusive of an agenda)
- \checkmark Send your press release for clearance at least 4 days before the event
- \checkmark Perform a walk through of the event the 1-2 days before
- ✓ Ensure a photographer is present
- ✓ Bring copies of USAID-cleared press release
- ✓ Bring a recording device for press interviews
- \checkmark Submit blurb for the Ghana Glance



Questions? Email the DOCS: accraaidghanadocs-dl@usaid.gov