

## Communications for Development Workshop Agenda

*Royal Senchi, Ghana (November 8 - 9, 2017)*

**Wednesday, November 8, 2017**

<b>10:00 – 10:30</b>	Arrival and Registration (coffee /cocoa served)
<b>10:30 – 10:40</b>	Welcome Remarks Saaka Adams, <i>USAID Monitoring, Evaluation, and Technical Support Services (METSS) Chief of Operations</i>
<b>10:40 – 10:50</b>	Opening Remarks <i>Sharon L. Cromer , USAID/Ghana Mission Director</i>
<b>10:50 - 11:15</b>	Introductions and Ice Breaker <i>Evans Boah-Mensah, USAID Monitoring, Evaluation, and Technical Support Services (METSS) Communications Specialist</i>
<b>11:15 – 12:30</b>	Session 1: Event Planning 101 <i>Yvonne Sefenu Ocloo, USAID Monitoring, Evaluation, and Technical Support Services (METSS) Project Event Coordinator</i> Session 2: USAID Events <i>Priscilla Addison, USAID/Ghana Development Outreach and Communications Specialist</i>
<b>12:30 – 13:30</b>	LUNCH
<b>13:30 – 14: 15</b>	How to Effectively Engage with the Press: <i>Joyce Asiedu U.S. Embassy Information Assistant &amp; Zainab Mahama Information Specialist</i>
<b>14:15 – 15:00</b>	Exercise: Building an Advocacy Campaign <i>Priscilla &amp; Yooku</i>
<b>15:00 – 15:15</b>	Coffee/Cocoa Break
<b>15:15 – 16:15</b>	Crafting Relevant Content on Social Media Platforms <i>Yooku Ata-Bedu, USAID/Ghana Development Outreach and Communications Assistant &amp; Courage Ahiati, U.S. Embassy Digital Engagement Coordinator</i>
<b>16:15 – 17:15</b>	Session I: Tips on Writing Press Releases Session II: Press Release Writing Activity & Contest <i>Sara Stealy, U.S. Embassy Information Officer</i>
<b>17:15 – 17:30</b>	Review Thursday Agenda and Close Day 1



**Thursday, November 9, 2017**

<b>9:00 – 10:30</b>	Activity: Story Telling through Photography <i>Yooku Ata- Bedu, Courage Ahiati, Archibald Sackey U.S. Embassy Information Resource Center Assistant and Andrew Ekuban Information Resource Center Outreach &amp; American Spaces Coordinator</i>
<b>10:30 – 10:45</b>	Coffee/Cocoa Break and Networking
<b>10:45 – 11:05</b>	Easel Exercise: Distinguishing the Types of Communications Priscilla and Yvonne
<b>11:05 – 11:35</b>	Session 1: Visual Communications: Graphic Design <i>Wendy Martey, USAID Monitoring, Evaluation, and Technical Support Services (METSS) Project Graphic Designer and Andrew Ekuban</i>
<b>11:35 – 12:20</b>	Q&A: Branding Refresher and What is Section 508 Compliance? <i>Yooku Ata-Bedu</i>
<b>12:20 – 13:20</b>	LUNCH
<b>13:20 – 14:00</b>	Sharing Lessons Learned: Communications for Development (panel discussion) <i>Moderator: Priscilla Addison</i> <i>Panelists: Awuiteba, Francis, and Adwoa</i>
<b>14:00 – 14:15</b>	General Q & A Yvonne, Priscilla, Joyce, Zainab, Sara, Yooku, Courage and Wendy
<b>14:15 – 14:30</b>	Workshop Evaluation
<b>14:30 – 14:40</b>	Closing Remarks <i>Kevin Brown , USAID/Ghana Supervisory Program Officer</i>
<b>14:40 – 15:00</b>	Wrap Up, Close Day 2, Group Photo, Depart Venue