**Proposed Campaign Plan for 3rd PACA PPM**

**1. Introduction**

The 3rd PACA Partnership Platform Meeting (PPM III) is scheduled to take place in Dakar, Senegal on 2-4 October 2018 with the theme, ‘Scaling Out Country-led Approaches for Sustainable Aflatoxin Mitigation in Africa.’ The communication plan is aimed at fashioning out how communication activities will be managed successfully to support the program.

**2. Objectives**

**i.** Facilitate the PPM organizational communication among the “PACA Team” for quick decision making;

ii. Ensure consistent and accurate information dissemination on various activities at the PPM to the participants; and

iii. Increase public awareness and stakeholder about the 3rd PACA PPM and its outcomes

**3. Program Outline Based on the above objectives.**

This communication plan has been divided into three major parts to ensure effective coordination and implementation in order to achieve each of the objectives:

* Preparatory stage;
* During the Program PPM in Senegal; and
* Post PPM.

**1.0. Objective One. Facilitate the PPM organizational communication- Preparatory stage**

This will involve identifying and developing the required communication logistics before the program kicks off**.**

***1.1. Branding- (All branded materials in English and French).***

* Design of the 3rd PPM logo.
* Production of banners: drop down banner, display banner, pull up banner.
* Announce the 3rd PPM with the banner on PACA Website, and shared with other popular platforms.

***1.2. Information and Knowledge Materials***

* Production of PACA video.
* Production of 3rd PPM /PACA branded jacket/folder for the packaging of PACA materials.
* Printing of PACA Documents; 10 facts, policy briefs, flyers etc.
* Acquisition of TV Screen for Twitter Thread.
* Printing of 3rd PPM program outline.

***1.3. Organizational***

* Establishment of PACA organizers’ communication platform e.g. WhatsApp.
* Write draft speeches for the invited guest speakers

***1.4. Media Relations***

* Identify and invite media personnel for coverage (pilot country and Senegal).
* Develop media brief on 3rd PPM.
* Identify and hire professional video recorder and one cameraman.

**2. Objective 2. During the Program implementation-3 days -Ensure consistent and accurate information dissemination on various activities at the PPM to the participants.**

***2.0. Registration***

* Develop social media connectivity with all registrants and other participants.
* Establish media desk for inquiries.

***2.1. Opening Ceremony***

* Register all media personnel.
* Brand the stage with PACA/3rd PPM Materials.
* Establish media position/stand.
* Distribute speeches to media after presentation /delivery.
* Establish two spots (PACA/3rd PPM branded) for interviews.

***2.3. Post opening ceremony press conference of High level***

* Identify and brand a hall/room for the press conference.
* Identify moderator for the press conference.
* Identify and prepare speakers at the press conference.

***2.4. Plenary/Side event (during the 3 days).***

* Tweet developing activities during plenary and at the side meetings.
* Publish significant activities on PACA Facebook wall.
* Develop a professionally designed daily bulletin of an A4 size paper.
* Send E-copies to participants through their registered social media accounts
* Print outs bulletin for distribution to participants.

***2.5. A market place***

* Photo gallery developed for publication in PACA News, website and other PACA web portals.

***2.6. Gala Night (celebrated agents of change, award of $15,000 and Dinner)***

* Develop a program outline for the occasion and distribute to participants (before the time).
* Set up a public address system/ musical instrument in the venue.
* Brand the venue.
* Develop and print AU awards certificates.
* Identify master of ceremony to moderate the occasion.
* Develop Photo Gallery.
* Do video recording (10 minutes.

**2.7. Closing ceremony of 3rd PPM**

* Development of program outline for the closing ceremony.
* Media coverage of the ceremony.
* Development of communique, outlining major decisions and outcomes. Distributed to media.

**3.0. Objective 3. Post 3rd PPM - Increase public awareness and stakeholder about the 3rd PACA PPM including decisions and major outcomes.**

* Develop Press Release for publication on the AU website and web linked to all PACA web portals.
* Collate 3rd PPM publications/reports in media and publish on the PACA web portals.
* A special Edition of 3rd PPM PACA News Edition published.

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|  **Communication Activity Matrix for 3rd PACA PPM**  |
|  **Activity**  | **Responsibility**  |
| **1.0. Objective One- Facilitate the PPM organizational communication- Preparatory stage**  |   |
| ***1.1. Branding- (All branded materials in English and French)***  |   |
|   | ·       Design of the 3rd PPM logo  | Ibrahim and Peace  |
|   | ·       Production of banners: drop down banner, display banner, pull up banner.  | Ibrahim and Mahlet  |
|   | ·       Announce the 3rd PPM with the banner on PACA Website, and shared with other popular platforms.  | Peace and Ibrahim  |
| ***1.2. Information and Knowledge Materials***  |   |
|  | ·      Production of PACA Video  | Ibrahim and Liz  |
|   | ·       Production of 3rd PPM /PACA branded jacket/folder for the packaging of PACA materials  | Mahlet and Ibrahim  |
|   | ·       Printing of PACA Documents; 10 facts, policy briefs, flyers etc.  | Mahlet, Ibrahim and Wezi  |
|   | ·       Acquisition of TV Screen for twitter thread | Mahlet  |
|   | ·       Printing of 3rd PPM program outline.  | Mahlet  |
| ***1.3. Organizational***  |   |
|   | ·       Establishment of PACA organizers’ communication platform e.g. WhatsApp.  | Peace and Wezi  |
|   | ·       Write draft speeches for the invited guest speakers  | ? |
|   |   |   |
| ***1.4. Media Relations***  |   |
|   | ·       Identify and invite media personnel for coverage (pilot country and Senegal)  | Country officers and Ibrahim  |
|   | ·       Develop media brief on 3rd PPM  | Ibrahim and Winta  |
|   | ·       Identify and hire professional video recorder and one cameraman | Magatte and Ibrahim  |
|   |  |   |
| **2. Objective 2. During the Program implementation-3 days -Ensure consistent and accurate information dissemination on various activities at the PPM to the participants.)**  |   |
|   |  |   |
| ***2.0. Registration***  |   |
|   | ·       Develop social media connectivity with all registrants and other participants  | Peace and Wezi  |
|   | ·       Establish media desk for inquiries  | Ibrahim and Mahlet |
|   |  |   |
| ***2.1. Opening Ceremony***  |   |
|   | ·       Register all media personnel  | Ibrahim  |
|   | ·       Brand the stage with PACA materials  | Liz, Ibrahim, Peace, Wezi and Winta  |
|   | ·       Establish media position/stand  | Ibrahim  |
|   | ·       Distribute speeches to media after presentation /delivery  | Ibrahim  |
|   | ·       Establish two spots (PACA/3rd PPM branded) for interviews  | Ibrahim, Winta and Wezi |
|   |  |   |
| ***2.2. Post opening ceremony - HIGH LEVEL press conference***  |   |
|   | ·       Identify and brand a hall/room for the press conference  | Mahlet, Ibrahim and Winta  |
|   | ·       Identify moderator for the press conference  | ? |
|   | ·       Identify and prepare speakers at the press conference | ? |
|   |  |   |
| ***2.3. Plenary/Side event( during the 3 days)***  |   |
|   | ·       Tweet developing activities during plenary and at the side meeting | Peace, Wezi and Ibrahim  |
|   | ·       Publish significant activities on PACA Facebook wall  | Peace, Wezi and Ibrahim  |
|   | ·       Develop a professionally designed daily bulletin of an A4 size paper; | Ibrahim and ? |
|   | ·       Send E-copies to participants through their registered social media accounts | Peace |
|   | ·       Print outs bulletin for distribution during breakfast.  | Mahlet and Ibrahim  |
|   |   |   |
| ***2.4. Market Place*** |   |
|   | ·       Photo gallery developed for publication in PACA News, website and other PACA web portals  | Ibrahim  |
|   |  |   |
| ***2.5. Gala Night (celebrated agents of change, award of $15,000 and Dinner)***  |   |
|   | ·       Develop a program outline for the occasion and distribute to participants (Lunch time of the day). | ? |
|   | ·       Set up a public address system/ musical instrument in the venue  | Ibrahim, Mahlet and Wezi |
|   | ·       Brand the venue  | Ibrahim, Peace, Winta and Wezi  |
|   | ·       Develop and print AU awards certificates  | ? |
|   | ·       Identify master of ceremony to moderate the occasion  | ? |
|   | ·       Develop Photo Gallery | Ibrahim and Magatte  |
|   | ·       Do video recording (10 minutes) | Ibrahim and Magatte  |
|   |  |   |
| ***2.6. Closing ceremony of 3rd PPM***  |   |
|   | ·       Development of program outline for the closing ceremony  | ? |
|   | ·       Media coverage of the ceremony  | Ibrahim  |
|   | ·       Development of communique, outlining major decisions and outcomes. Distributed to media  | ? ? and Ibrahim  |
|   |  |   |
| **3.0. Objective 3. Post 3rd PPM - Increase public awareness and stakeholder about the 3rd PACA PPM including decisions and major outcomes**  |   |
|   | ·       Develop Press Release for publication on the AU website and web linked to all PACA web portals  | Ibrahim, Peace and ? |
|   | ·       Identify all media publicity-online, and publish on the PACA web portals  | Ibrahim and Peace  |
|   | ·       A special Edition of 3rd PPM PACA News Edition published  | Ibrahim and ?  |
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