**ACE Impact II Communications Workshop 6th – 7th April 2021**

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| **Day 1 09:00 – 16:15** | **Session**  | **Instructor** |
| 09:00 – 09:30  | Welcome and Introductions * Opening remarks from Task Team Leader Himdat Bayusuf
* Opening remarks from Dr Sylvia Mkandawire
* Introductions by ACEs
 | Task Team Leader World Bank – Himdat Bayusuf ACE Impact Project Manager -Dr Sylvia Mkandawire |
| 09:30 – 10:30 | Introductory Session * Importance of Communications for ACE Impact to show relevance and alignment to Africa’s integration agenda
 | Sylvie – Senior External Affairs Officer (World Bank) - Session in French  |
| 10:30 – 10:45  | Questions and responses to Session 1  | Sylvie – Senior External Affairs Officer (World Bank)  |
| 10:45 – 11: 30 | Fact Sheet Development * What is a fact sheet?
* When should you create a fact sheet?
* How to use the fact sheet template
 | Amani – World Bank Communications Consultant  |
| 11:30 – 11:45 | Questions and Reponses to session 2  | Amani – World Bank Communications Consultant  |
| **11:45 – 12:30**  | **BREAK** |  |
| 12:30 – 13:30 | Photography session * Impact of an image
* Shared emotions exercise (pictures)
* Photography do’s and don’ts guidelines
* How to take an image in the field
* How to edit an image for content purposes
* Different ways of using an image (content based)
* Take the image for your content, not the content for your image
* Taking Photos online - tools and platforms to consider / skills required
 | Amani – World Bank Communications Consultant  |
| 13:30 – 14:45  | Success Story Session * What is a success story?
* The importance of success stories
* How to write a success story?
* Using the success story guidelines and template
* Group Exercise – Take home exercise (develop 250-400-word success story/select image)
 | Amani – World Bank Communications consultant  |
| 14:45 – 15:00  | Questions and responses to session 4 | Amani – World Bank Communications Consultant |
| 15:00 – 16:00 | Communication Challenges* What challenges are ACEs facing in producing comms materials?
* What support do you need?
* How can AAU & ACE Impact Team help?
* Guidelines and Templates
 | AAU Team & Amani  |
| 16:00 – 16:15 | Recap of DayQ & A |  |
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| **Day Two 09:00 – 15:30** |  |  |
| 09:00 – 09:15 | Recap of Day 1 sessions  | AAU Team  |
| 09:15 – 11:00  | Review of success story * Group analysis and feedback on stories
* What did you find most challenging?
* What was straight forward?
* How can you continue to use and develop these skills?
* Positive and negative experiences
 | Amani – World Bank Communications Consultant |
| 11:00 – 11:45  | Website content development session 1* Analysis of current websites
* Improvements for ACEs websites (what technology is available)
* AAU support for ACEs websites
 | AAU Team  |
| 11:45 – 12:00 | Questions and responses to session 2  | AAU Team  |
| **12:00 – 13:00** | **BREAK**  |  |
| 13:00 – 13:45 | Social media session * How to engage social media for your ACEs
* Twitter tactics and strategies (Target defined list)
* Facebook Engagement & Lives
* Content dissemination on social media platforms (stories, images, newsletters etc)
 | Bunmi Odufala - AAU  |
| 13:45 – 14:00  | Questions and Responses to session 3 | Bunmi Odufala - AAU |
| 14:00 – 15:00 | AAU Open Session * Engaging the AAU TV to support ACE Impact activities
* Working with media to generate visibility for ACE Impact
* Content for Newsletter (engaging all ACEs to produce content)
* Featuring of ACE Impact News on websites of the centers
 | AAU Team  |
| 15:00 – 15:30 | Closing session and Recap* Recap of final day
* Closing remarks by Ekua Bentil Task Team Leader - World Bank
* Closing remarks by Dr Sylvia Mkandawire - ACE Impact Project Manager
 | AAU Team World Bank  |