**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 Day  Q & 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 |