



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

Day 1 09:00 – 16:15	Session	Instructor
09:00 – 09:30	Welcome and Introductions <ul style="list-style-type: none"> - 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 <ul style="list-style-type: none"> - 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 <ul style="list-style-type: none"> - 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 Responses to session 2	Amani – World Bank Communications Consultant
11:45 – 12:30	BREAK	
12:30 – 13:30	Photography session <ul style="list-style-type: none"> - 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 	Amani – World Bank Communications Consultant



	<ul style="list-style-type: none"> - 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 	
13:30 – 14:45	<p>Success Story Session</p> <ul style="list-style-type: none"> - 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	<p>Communication Challenges</p> <ul style="list-style-type: none"> - 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	
Day Two 09:00 – 15:30		
09:00 – 09:15	Recap of Day 1 sessions	AAU Team
09:15 – 11:00	<p>Review of success story</p> <ul style="list-style-type: none"> - 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? 	Amani – World Bank Communications Consultant



	- Positive and negative experiences	
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 Ekuia Bentil Task Team Leader - World Bank - Closing remarks by Dr Sylvia Mkandawire - ACE Impact Project Manager	AAU Team World Bank