

CGIAR Strategic Communications Workshop
WorldFish Center, Penang, Malaysia,
March 23-26, 2009

Draft Agenda (as of March 17)

Objectives

1. Provide input into **communications during the CGIAR reform process** and consider the role and scope of **communications in the new CGIAR**.
2. Identify means, incentives and specific opportunities to **strengthen our collective communications**.
3. Develop **Work Plan for Collective Communications** through 2009.
4. Identify a set of **news story ideas** that will provide a focus for CGIAR media outreach over the next year.

Monday, March 23

7:45 *Bus departure from Hotel Equatorial to WorldFish*

8:30 **Welcome**

Steve Hall, Director General, WorldFish
Ren Wang, Director, CGIAR

8:40 **Introduction and overview of workshop program**

Laura Ivers, Communications Team Leader, CGIAR Secretariat

8:45 **Introduction of facilitators and participants**

Simone Staiger-Rivas, Knowledge Sharing Specialist, CGIAR ICT-KM Program

Collective communications in the CGIAR

9:15 **A short history of a longstanding endeavor**

Nathan Russell, Senior Communications Officer, CGIAR Secretariat

9:30 ***What are our greatest successes? Where could we strengthen our work?*** Plenary discussion.

10:00 Coffee Break

10:30 *(Continued session)*

11:00 ***New opportunities for communications:*** Our future work together and sharing innovations across the system.

Introduction by Laura Ivers on Collaborative Work Plan and next steps

12:30 Lunch

1:30 Hands-on session with social media (optional)

2:00 ***Sharing experiences and innovations***
Plenary and small group discussions

3:00 Coffee

3:30 ***Communication priorities, investment and what opportunities for collaboration do we see for the future:*** Outcomes of the survey of 15 Centers and discussion
Helen Leitch, Director, Business Development and Communications, WorldFish

4:30 Day's wrap up session

5:30 *Bus back to Hotel Equatorial*

6:30 Cocktail reception WaterFall Terrace Hotel Equatorial
hosted by WorldFish Center.

Tuesday, March 24

7:45 *Bus departure from Hotel Equatorial to WorldFish*

The New CGIAR

8:30 ***Dialogue with Transition Management Team (TMT)***

9:30 ***Communicating the transition***

The role of communications in establishing the new Consortium
Fiona Chandler, Scientific Liaison Officer, Alliance of the CGIAR Centers

Ongoing communications in support of the TMT
Laura Ivers

10:00 Coffee

- 10:30 **Fostering change: What is our role as communicators?**
Plenary and working groups
- 12:00 Reporting back from small groups
- 12:30 Lunch
- 2:00 **Communications in the “New” CGIAR: What are the possibilities?**
Introduction by Laura Ivers, Communications Team Leader, CGIAR Secretariat and Fiona Chandler, Scientific Liaison Officer, Alliance
- 2:30 Plenary and working group discussion
- 3:00 Coffee break
- 3:30 Report back from the group sessions through a “flip-chart walk about.”
- 4:00 **Share findings and recommendations with the TMT**
- 5:00 Day’s wrap up session
- 5:30 *Bus back to Hotel Equatorial*

Wednesday, March 25

2009 Collective Communications Work Plan

- 7:45 *Bus departure from Hotel Equatorial to WorldFish*
- 8:30 Plenary session
- 9:00 Work in groups to develop an action plan (what, why, how, who, budget, timeline) for thematic campaigns and other elements of work plan.
- 10:00 Coffee
- 10:30 Group work continued
- 11:30 Report back from group sessions through a flip-chart walk about.
- 12:30 Lunch
- 1:30 Hands-on session with social media ([Optional](#)).

Story Identification and Development

2:00 *Fleshing out our media outreach agenda*

What makes news: CGIAR stories promoted in 2008

Ellen Wilson, Senior Vice President and Director, Global Health & Science Team, Burness Communications

Jeff Haskins, Media Officer, Global Health & Science Team, Burness Communications

2:30 *What has gone well, and what could have gone better?*

Four case-study presentations of Centers' media outreach experiences (CIAT, Bioversity/IITA, IWMI and WorldFish Center), followed by plenary discussion

3:00 Coffee break

3:30 *New story ideas from CGIAR Centers and programs*

Group discussions to identify the strongest story ideas, determine story hooks and establish appropriate timing for promotion with the media

4:30 *Development of media story specific strategies*

5:30 *Bus back to Hotel Equatorial*

Thursday, March 26

7:45 *Bus departure from Hotel Equatorial to WorldFish*

8:30 Continue work on individual story promotion strategies

9:30 Report back to group on strategies

10:00 Coffee

10:30 *Develop calendar of CGIAR story promotions: Roles and requirements*

Jeff Haskins

11:30 Workshop wrap-up: Outcomes and what next?

12:30 Final group lunch

2:00 *Bus back to Hotel Equatorial*

