**BRANDING AND COMMUNICATION WORKSHOP AGENDA,**

**mmaf office iNDONESIA**

**28-29 JANUARY 2016**

**Day 1: Branding and Marking Protocols and Management of Communication and Outreach Tools**

8:00 - 8:30 **Arrival, greetings and settling down**

8:30 - 9:00 **Opening Ceremonies**

* Welcome Remarks by ED
* Introduction of participants and resource persons
* Expectation Setting
* Rationale and Objectives of the training workshop

9:00 - 9:30 **Session 1: Brief Introduction on CTI-CFF Brand**

*(Facilitator: Leilani Gallardo)*

* What is CTI-CFF brand?
* Who are the CTI-CFF Communication stakeholders?
* What is the value/significance of branding CTI-CFF?

9:30 - 9:45 Coffee Break

9:45 - 10:30 **Session 2: CTI-CFF Brand - A Legal Perspective Overview**

*(Presenter: MMAF Legal Bureau)*

* Legal matters on copyrights of logo, reports, photos, AV Materials, books
* What are the copyrights rules and regulations that can protect CTI-CFF brand?
* Potential hazards

10:30 - 11:30 **Session 3: Communication Strategies for CTI-CFF Activities, i.e. RPOA, NPOA Implementation and Cross Cutting Initiatives** *(Presenter: Muhammad Lukman, Andie Wibianto, Leilani Gallardo)*

* What are the communication strategies to highlight the activities outline in the RPOA and NPOA in order to reach a wider audience?
* How do we communicate the activities of CTI-CFF?
* What are the communication strategies to improve the brand of CTI-CFF?

11:30 - 12:15 **Session 4: Review existing CTI-CFF materials, and products such as banners, reports, templates, letters, flyers, etc.**

*(Presenter: Andie Wibianto)*

* What are the communication materials and products the RS produced so far?
* New development of CTI-CFF communication materials (including thematic subject derived from RPOA)
* What processes in RS should we adopt to ensure that branding and marking of CTI-CFF tools and materials are properly observed?
* Do we need to enhance the current branding and marking protocols?

12:15 - 1:15 Lunch

1:15 - 2:15 **Session 5: Review CTI-CFF Communication Platforms and Messaging** *(Presenter: Leilani Gallardo)*

- Managing website, social media, and other popular communication

platforms (Instagram, Pinterest, LinkedIn, slideshare, etc.)

- Managing CTI-CFF newsletter - a brief review

2:15 - 3:15 **Session 6: Review the CTI-CFF and Partner Website and Social Media Accounts: Coordination and Alignment of Objectives and Messaging** *(Presenter: Paolo Mangahas and Leilani Gallardo)*

* With so many things going on in the internet and the social media, how do we go about monitoring the websites and social media accounts of our partners?
* When a conflict or issue occurs, how do we address it?
* How do we ensure that there is an alignment of objectives among all partners?
* Differentiate the CT as a brand and the CTI-CFF brand

3:15 - 3:30 Coffee Break

3:30 - 4:30 **Session 7: Coral Triangle Day Messaging and Coordination**

*(Presenter: Paolo Mangahas)*

*-* What is the role of the RS in the observance of the Coral Triangle Day?

- What activities or program the RS can undertake in relation to CT Day?

- What about the partners, what are their roles in this event?

- How to organize CT day activities?

4:30 - 5:00 Wrap up (Post Test)

**Day 2: Communication Strategy and Planning Workshop**

8:00 - 8:30 **Arrival, greetings and settling down**

Recap of Day 1 activities

Overview of Day 2 program flow

8:30 - 11:30 **Session 8: Review of the CTI-CFF Communication Strategy Design and**

**Work Plan**

*(Facilitator: Jasmin Saad)*

This review exercise will draw upon the outcome and recommendations from Day 1 and update the Work Plan where applicable based on the sections in the Work Plan:

*Detailed Program Timeline (Reference Material: Draft Communications Work Plan)*

8:30 - 8:45 **Review of Objectives and Audiences**

8:45 - 9:15 **Illustrative Messages** *(Advisor: Paolo)*

9:15 - 9:45 **Communication Tools** *(Advisor: Leilani, Paolo and Andie)*

9:45 - 10:15 **Putting it all Together** *(Advisor: Leilani, Paolo and Andie)*

10:15 - 10:45 **Enhancing Communication Protocol and Branding Guidelines** *(Advisor:*

*Leilani, Paolo and Andie)*

10:45 - 11:05 **Work Plan** *(Advisor: Leilani, Paolo, Andie, Cepy and Astrid)*

11:05 - 11:30 **Staffing and Management Plan** *(Advisor: Leilani, Paolo, Andie, Cepy and Astrid)*

11:30 - 2:00 Lunch and Prayer

2:00 - 3:30 **Session 9: Listing of Communication Activities for 2016: Strategy, Resource Needs**

*(Facilitator: Astrid Lim)*

3:30 - 3:45 Coffee Break

3:45 - 4:15 **Session 10: Presentation to the Executive Director for approval and allocation of budget**

4:15 - 4:45 Next Steps

4:45 - 5:00 Wrap up and Synthesis