Working Session

Planning Post-Workshop Activities I

## **Session Overview**

During the session, country teams will review the current status of tasks initiated during this workshop and continue working on tasks that requires more attention for completion.

## **Length of Session**

Approximately 120 minutes

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|  | Element | Details |
|  | **SOCO** Do we have a single overarching communication outcome? | ***SOCO:*** |
|  | **Audiences**  Have we identified the critical groups/individuals who must be reached in order to achieve our outcome? | ***Primary audience:***  ***Secondary audiences:*** |
|  | **Message Platform**  Have we determined our core message (the one thing we want our audiences to remember)? How we developed supporting messages and points of evidence t0 strengthen our core message? | ***Core Message:***  ***Supporting Messages:*** |

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|  | Element | Details |
|  | **Message Platform (Continued)** | ***Evidence:*** |
|  | **Pitch**  Do we have a short (2-3 minute) speech that we would use to deliver our core message to our primary audience? | ***Pitch:*** |

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|  | Element | Details |
|  | **Data Visualization**  Have we identified 3 to 8 visualizations that combine to tell our “data” story completely? Do we have a working draft of these visualizations? | ***Visualizations:*** |
|  | **Infographic**  Do we have a topic for an infographic to support our communications outcome? What is its main message? What main data point(s) does it communicate? | ***Topic:***  ***Message:***  ***Main Point(s) of Data*** |
|  | **Online Access**  Do we have an approach to provide audiences with direct access to data critical to our communications outcome? |  |