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:***1.

1.
2.
 |

|  |  |  |
| --- | --- | --- |
|  | Element | Details |
|[ ]  **Message Platform (Continued)** | ***Evidence:***1.

1.
2.

1.
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| [ ]  | **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:***1.

1.
2.

1.

1.

1.

1.
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|[ ]  **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?  |  |