



CAADP



FINAL PROGRAMME

NEPAD-CAADP MEDIA SENSITISATION WORKSHOP2 22nd - 23rd July 2010

**Hotel Palm Beach, Ouagadougou
Burkina Faso**

21st July 2010

Registration for Media Workshop at 9:00am - the NEPAD-CAADP Desk at the Hotel Palm Beach

Briefing session with Prof. Nixon Kariithi (Facilitator) at 9.30am
Venue: Training room / Newsroom at Hotel Palm Beach

Journalists to attend CAADP Day 2:00pm to 6:00pm

Day 1: 22nd of July 2010

Arrival of Delegates **08.30- 09.00**

Official Opening Ceremony	09:00 - 10:00
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- Remarks from the Facilitator (Prof. Nixon Kariithi)
- Invitations to make Opening Statements: Dr. Andrew Kanyegirire
- Official Opening Remarks from the Agriculture Ministry Representative / CAADP Focal Point for Burkina Faso
- Official Opening Remarks from the African Union Commission
- Opening Statement from NPCA/CAADP - Prof. Richard Mkandawire

GROUP PHOTOGRAPH

Tea Break **10:00 - 10:15**

Session 1: Introductions	10:15-12.00
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Facilitator introduces the entire programme

- CAADP and African Development: Mr. Martin Bwalya, Head of CAADP (Connecting the dots: investing in Agriculture and the welfare of the people)

4 minute introductory briefs from each of the media representatives: background, organization and specific expectations from workshop and 'What do you want to get from the workshop?' - Prof. Nixon Kariithi

Basically this session should work as a CAADP Overview

- This is an opportunity for CAADP to give journalists a 360 degree overview of the framework. The session will be interactive with journalists asking questions where they need clarity. All CAADP team members with something to present will need to be included in this session.

Presenters are advised to ensure that where possible, the material that they present is made available to the delegates (i.e. PowerPoint presentations, CDs, DVDs etc).

Session 2: NEPAD/CAADP and the African (Media) Development Agenda: 12.00 - 1315

- Communicating CAADP: successes, challenges, strategies and a report back on activities since 2008 - Dr. Andrew Kanyegire
- CAADP in the press: how focal points, journalists and all those involved in agricultural communication can 'expose' CAADP through the press - Dennis Jjuuko

Question and Answer session

Group Work:

- How tell agriculture stories with a human face / human interest without losing track of the numbers and the CAADP commitments - (Prof. Nixon Kariithi)

Lunch Break

13:15 - 14:00

Session 2: Field visit (Local Market) 14:00 - 17:00

Day 2: 23rd July 2010

Session 1: CAADP as an everyday story 08.30 - 10:30

Facilitator to coordinate:

- Group activity - report back from field visit
 - "World Café" : Sharing CAADP experiences: CAADP Day, previous experiences, Single thread reporting

Tea Break (pax to pick up tea while in group work)
10:45 - 11:00

- Group activity - practical hands on sessions **11:00 - 12:30**
- Producing for Television - Ms. Nozipho Ndiweni

Lunch Break **12:30 - 14:00**

Session 2: Way forward / CAADP Journalists Relationship / Evaluation and Thank You Remarks 14:00 - 16:00

Facilitated discussion to identify synergies, mapping connections, opportunities for collaborating, contacts, agreements, future initiatives

Evaluation

Thank you / Closing Remarks (TBC)