



AGENDA

Comms Summit 2024

THEME

Empowering our strategy to elevate our story

MAIN FOCUS

Communications Strategy

Exploiting tools in our brand-new Communications Strategy to powerfully showcase our work & ideas

Impact Storytelling

How can I tell stories/impact of my program in a refreshing, captivating and memorable way?

Engagement and Advocacy

Building stronger collaborations with our stakeholders and setting the agenda in nature, capital markets, green & inclusive finance within the continent and beyond

#CommsSummit2024

Day 1:

9:00am	Icebreaker Communications Bingo
9:15am	Opening Remarks The Strategic Communications Journey
9:30am	Presentation Unveiling FSD Africa's Strategic Communications Strategy
10:45am	Health Break
11:00am	Breakout Session Discussing the Relevance of the Strategy to different Pillars
12:00pm	Lunch and Learn Communicate to Collaborate
1:15pm	Social Media for Advocacy Our Online Audience Engagement and Fostering Best Practices
2:00pm	Ted-Style Talk Managing High-Impact Events
2:45pm	Clinics <ul style="list-style-type: none">Media Engagement TrainingContent PrepWriting a Press Release (and when not to)
4:30pm	Ted-Style Talk Photography for Impact
5:15pm	Fishbowl Conversation Improving Internal Communications

Day 2:

9:00am	Interactive Lecture Engaging with the Media – Do's and Don'ts
10:30am	Health Break
10:45am	Panel Discussion Re-writing the Communications Playbook - Democratisation of Communications and a New Era of Possibility
12:00pm	Presentation Leveraging the Power of Technology and AI to Boost Public Relations
12:45pm	Lunch and Learn Impact Trivia

1:45pm | **Talk and Q&A**
Mastering Communication Channels for
Impactful Storytelling

2:45pm | **Ted-Style Talk**
Contributing to UK Gov Campaigns

3:30pm | **Clinics**

- Branding - Elevating our verbal and visual brand
- Public Speaking & Pitches - Speaking to Influence

4:00pm | **Closing Remarks**
Commitment Ceremony



**MON 06 - TUE 07,
MAY 2024**



**HYATT REGENCY,
WESTLANDS
Nairobi, Kenya**

Comms Summit 2024

Please confirm your attendance by
accepting the calendar invite.

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