

DRAFT PROGRAMME

Joint OFID-OECD DevCom Workshop

Communicating Results & Fostering Multilateralism: New Challenges for Development Finance Institutions

Date: Thursday 3 October 2019

Venue: OFID Headquarters, Parking 8, 1010 Vienna

TIME	AGENDA	LOCATION
08:15 – 09:00	REGISTRATION & COFFEE	Chairman's Office
09:00 – 09:15	WELCOME - Dr Abdulhamid Alkhalifa , Director-General, OFID	Governing Board Room
09:15 – 09:25	GROUP PHOTO	OFID Atrium
09:25 – 09:45	INTRODUCTION <i>Engaging Citizens for Sustainable Development</i> - Felix Zimmermann , Coordinator, OECD DevCom Network	Governing Board Room
09:45 – 11:00	PLENARY SESSION 1 <i>Trends and success factors in development advocacy & digital media</i> - Louise Hagendijk , Digital Campaign Manager, Directorate General for Development Co-operation, European Commission - Mark Jones , Head of Digital Content, World Economic Forum - Olivier Puech , Division Chief of Digital Communication, IMF	Governing Board Room
11:00 – 11:30	SOCIAL MEDIA CORNER & NETWORKING/COFFEE BREAK	Chairman's Office
11:30 – 12:45	PLENARY SESSION 2 <i>Making the case for multilateralism: International co-operation in the media</i> - Lucy Lamble , Executive Editor for Global Development, The Guardian - Katia Vianou , Assistant Professor, College of Communication and Media Sciences, Zayed University - Alexandra Klopfer Hernandez , Head of Donor Country Media and Communications, World Bank	Governing Board Room
12:45 – 14:00	LUNCH	OFID Atrium
14:00 – 14:45	PLENARY SESSION 3 <i>Innovative approaches in communicating organisational results and impact</i> - Kristopher Hamel , Chief Operating Officer, and Iskra Uščumlić , Creative Director, World Data Lab - Reem Aljarbou , Acting Director, Communication Department, OFID	Governing Board Room

TIME	AGENDA	LOCATION			
14:45 – 15:45	<p style="text-align: center;">INTERACTIVE WORKSHOPS</p> <p style="text-align: center;"><i>Results Communication: Different Approaches for Different Audiences</i></p>	Seminar Rooms			
	<table border="0"> <tr> <td style="vertical-align: top;"> <p>A. Visual Storytelling</p> <p>Giles Clark, Photojournalist, Getty Images Reportage</p> </td> <td style="vertical-align: top;"> <p>B. Reports & Portals</p> <p>Bruce Murphy, Team Leader, Corporate Content & Regional Outreach, International Fund for Agricultural Development</p> </td> <td style="vertical-align: top;"> <p>C. Mobilising Influencers</p> <p>Louise Hagendijk, European Commission</p> <p>Josipa Palac International Cultural Diversity Organization (ICDO)</p> </td> </tr> </table>	<p>A. Visual Storytelling</p> <p>Giles Clark, Photojournalist, Getty Images Reportage</p>	<p>B. Reports & Portals</p> <p>Bruce Murphy, Team Leader, Corporate Content & Regional Outreach, International Fund for Agricultural Development</p>	<p>C. Mobilising Influencers</p> <p>Louise Hagendijk, European Commission</p> <p>Josipa Palac International Cultural Diversity Organization (ICDO)</p>	
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15:45 – 16:00	NETWORKING/COFFEE BREAK				
16:00 – 16:15	FEEDBACK FROM WORKSHOPS	Governing Board Room			
16:15 – 16:30	<p>CLOSING REMARKS</p> <ul style="list-style-type: none"> - Lorenzo Pavone, Deputy Head of Division, Networks, Partnerships & Gender, OECD Development Centre - Reem Aljarbou, Acting Director, Communication Department, OFID 				