



**ADVOCACY AND
COMMUNICATION CLUSTER**

Regional Media Dialogue on NEPAD with Senior Media Personnel

**19-20 February 2009
Johannesburg
South Africa**

Provisional Programme

08:00–09:00 **Registration**

09:00–09:30 **Opening Remarks:**

- African Union Commission;
- NEPAD Secretariat;
- OSAA; and
- ECA.

Defining the Objective of the Dialogue by Facilitator

Session One: Contextualizing NEPAD and Updates on Implementation and UN Support

09:30–10:10 **Presentations:**

- Ambassador Olukorede Willoughby, Acting CEO, NEPAD Secretariat
- OSAA: Report of the Secretary-General on NEPAD
- RCM Secretariat: The Regional Coordination Mechanism (RCM)

10:10–11:10 Discussion

11:10–11:25 *Tea/Coffee break*

Session Two: Policy Tools for popularizing the NEPAD agenda and process for African development and regional integration

11:25–12:10 Presentations on the AU/NEPAD African Action Plan and NEPAD Sectoral Priorities (CAADP, PIDA, Science and Technology, Environment, etc): AUC and NEPAD Secretariat

12:10–13:10 Discussion

13:10–14:40 *Lunch*

Session Three: Operationalizing the AU/NEPAD Advocacy and Communication Strategy

14:40–15:20 Presentation: Opportunities and Challenges for the Media in operationalizing the AU/NEPAD Advocacy and Communication Strategy by ECA

15:20–16:20 Panel Discussion

16:20–16:35 *Tea/Coffee break*

16:35–17:35 Discussion (continued)

Evening *Reception (venue to be communicated)*

Session Four: Role of the African media as strategic stakeholders in the NEPAD process

09:30–10:30 Panel Discussion by Media

10:30–11:30 Discussion

11:30–11:45 *Tea/Coffee break*

11:30–12:30 Discussion (continued)

12:30–14:30 *Lunch*

Session Five: Brainstorming Session on Communicating NEPAD Implementation: Challenges and Resources

14:30–16:00 Discussion

16:00–16:15 *Tea/Coffee break*

Session Six: Way Forward and Closure of the Meeting

16:15–17:30 Presentation: Cluster Convenor

17:30–18:00 Closing Statements by African Union Commission, NEPAD Secretariat, OSAA and ECA