**Media and Monitoring Seminar**

October 29 – November 1, 2013

Barcelona, Spain

**Draft Agenda**

**Tuesday, October 29**

8:00-9:00 Registration and sign-up for informal show & tell

(in front of the plenary room)

**9:00-9:30 Session 1:** Introductions (Erin Howe, Gabriel Mumjiev)

9:30-10:30  **Session 2:** Spectrogram exercise (Dirk Slater)

**10:30-11:00** Break

11:00-11:30 **Session 3:** What do you want to get out of the meeting? (Brett Davidson)

**11:30-12:45 Session 4:** Mapping monitoring cycle and tools (Abhijit Das)

12:45-1:45 Lunch

**1:45-3:15 Session 4 continued:** Identifying information goal and stakeholders (Dirk Slater)

3:15-3:45 Break

**3:45-5:00 Session 5:** Plenary discussion of Session 4 and preview of Day 2

**Wednesday, October 30**

8:30-9:00 Informal show and tell (presenters identified on Day 1)

**9:00-10:30 Concurrent practical sessions 1:** 3 of the following 6 sessions will be presented.

* Hands on: Data Visualization/Information Design (Claudia Bernett)
* Hands on: Strategic Storytelling (Brett Davidson)
* Hands on: Traditional Media Engagement (Marjan Zabrcanec)
* Hands on: Interactive Radio Programming (Shepi Mati)
* Hands on: Using mobile/social media to crowdsource information gathering. (Daudi Were)
* Hands on: Advocacy video making (Milutin Jovanovic)

10:30-11:00 Break

**11:00-12:30** **Concurrent practical sessions 2:** The remaining 3 sessions will be presented.

12:30-1:30 Lunch

**1:30-3:00 Speed-geeking:** Participants will rotate through hands-on sessions with practitioners and explore media tools/platforms used by other participants

* Table 1: Crowdsourcing, using SMS to gather information/conduct monitoring (Center for the Study of Equity and Governance in Health Systems (CEGSS) and Daudi Were)
* Table 2: Use of radio for gathering community views as well as getting the message out (Action Group for Health, Human Rights and HIV/AIDs (AGHA) and NGO “KHAM”)
* Table 3: Use of mainstream media (Public Service Accountability Monitoring (PSAM))
* Table 4: Street theatre and traditional media (Community Working Group on Health (CWGH) and Center for Health and Social Justice (CHSJ))

3:00-3:30 Break

**3:30-5:00 Concurrent practical sessions 3:** Participants will select which sessions will be repeated and/or nominate additional sessions

7:00 Please meet in hotel lobby for group dinner at outside restaurant.

**Thursday, October 31**

8:30-9:00 Informal show and tell (presenters identified on Day 1)

**9:00-10:30** **Session 1:** Reflection and planning for how to utilize new knowledge and tools from the seminar (Abhijit Das)

10:30-11:00 Break

**11:00-1:00** **Session 2:** Plenary discussion of Session 1 (Abhijit Das)

1:00-2:00 Lunch

**2:00-3:30 One-on-one meetings:** Participants can approach anyone – expert, OSF staff or fellow participant – and schedule meetings of their choice (facilitated by OSF)